

World Smart Energy Week 2012

World Smart Energy Week 2012 - Doors close after 3 days of success

Tokyo, 09 March 2012 – After 3 successful days, World Smart Energy Week 2012 closed its doors on 1st March. World Smart Energy Week is one of the world's largest trade shows dedicated entirely for the smart/renewable energy industry. This year 7 exhibitions and 246 seminars & Technical conferences took place overstretching the whole of Tokyo Big Sight exhibition centre, the largest exhibition venue in the country.

The show kicked off with a snowy morning but the overall turnout was very filling despite the icy weather. Every year, the number of visitors tends to increase as the days go by and this year was no exception. Even five minutes before closing time on the last day, all the exhibition halls were busy with people making last minute business negotiations.

According to the final statistics, a total number of **1,453** exhibitors (2011: 1,367) and **93,497** delegates (2011: 90,011) came to the show, both exceeding numbers from the previous year. Please access our website for the complete details of the figures. <http://www.pvexpo.jp/en/>



Opening Ribbon-cutting ceremony

Just before the exhibition doors opened on Wednesday morning, an Opening Ribbon-cutting Ceremony took place in the Galleria. The opening speech was made by **Mr. Tadao Ishizumi** President of REED EXHIBITIONS JAPAN LTD. and **Mr. Tsuyoshi Saito** DEPUTY CHIEF CABINET SECRETARY representing the Japanese Prime Minister **Mr. Yoshihiko Noda**.

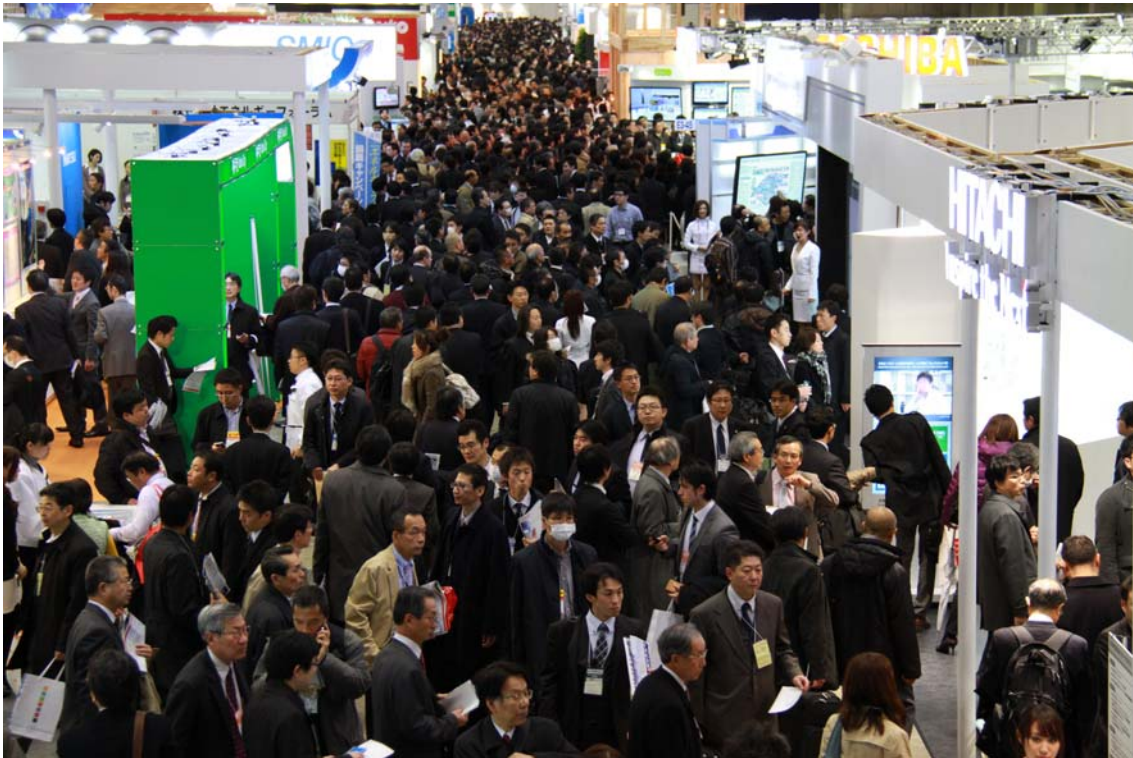
Mr. Saito said in his speech: *“As energy policy becomes the most important issue in every country, Smart Technology continues to gather growing attention. Especially, in view of the Fukushima nuclear incidence, and the rising oil prices, it is clear we must reduce our dependence on nuclear power. It is remarkable that one of the world’s largest smart energy events is held here in Japan. I have high hopes that this fair will serve to further promote smart technology.”*

Speaking of politics, an exceptional number of politicians visited the show which is rather rare for an exhibition held in Japan. A total number of 2,000 policy makers and local/municipal government officials including 80 politicians (such as former Prime minister **Mr. Naoto Kan**) made a visit. Some even took their time to visit companies who were exhibiting from ‘Tohoku’ (the area affected by the Great East Japan Earthquake) to give a word of encouragement and many were very impressed by the turn out of the show.



This year's show definitely reflected the country's commitment towards smart/renewable energy and rebuilding of the Japanese economy after the devastating earthquake.

Overall atmosphere of the show



From stylish portable fuel cell batteries, the latest fuel cell cars to rollercoaster-looking solar panel lifting machinery...a rich variety of the latest products and technology related to smart/renewable energy were showcased at all 7 exhibitions across the whole of Tokyo Big Sight. The halls were filled with exhibitors actively promoting their products and determined delegates visiting the booths to discuss business. During the busiest hours of the show, people laterally had to dodge and maneuver their way through the aisles to reach the booths.

To complement the showcased products and technologies, many exhibitors held seminars at their own booths and designated areas within the exhibition halls. For instance, an on-site technical seminar for PV system constructors and users took place at PV SYSTEM EXPO where technology for basic knowledge to complex electric wiring technology for PV system

construction was discussed which attracted many listeners for its practicality.

<http://www.pvs-expo.jp/en/Technical-Conference/Realted-Exhibition-Seminars-and-Conference/>

Overall, the show was very busy and the atmosphere was both lively and serious with many sit-down business discussions being held in and outside the booths. To add to the increase in traffic, the number of both exhibitors and visitors attending from overseas has also increased. The show is definitely becoming 'the' annual international business platform for smart/renewable energy industry leaders.

To obtain more photographs and additional information of the show, please access our official website. <http://www.pvexpo.jp/en/Previous-Show/Photo-Highlight/>

Technical Conferences, Seminars and Academic Forum

A total of 246 seminars and technical conferences took place during the show. Adding to the increased visitor and exhibitor numbers, the number of attendees for the seminars and conferences were also exceptional. Including the speakers a total number of 12,497 attended which is about 13% increase from last year. For the Smart Grid Keynote session and Special Keynote session which took place on the last day, an extra room was required as there were too many people willing to attend the sessions.

At the VIP Reception Party, *Prof. Osaka* the Chairman of BATTERY JAPAN Technical Conference Advisory Committee said *"The Keynote Session just now and other sessions since yesterday were very well attended. I realised the high expectations and interest that the industry has in BATTERY JAPAN."*

Please access our official website for the list and details of all the sessions which took place during the show.

<http://www.pvexpo.jp/en/Technical-Conference/Technical-Conference-Program2012/>

An Academic Forum also took place within the FC EXPO exhibition hall gathering 44 researchers specialised in hydrogen and fuel cell from around the world. The latest research results were presented by PowerPoint presentation and poster sessions. The FC EXPO being the largest exhibition in the industry was the opportune place to increase the visibility of research topics and achieve partnering/licensing and generate new business. Evidently, the

number of sessions increased by 40% compared to 2011 and according to the post-show survey the majority of participants were more than 'satisfied' by the sessions. Please visit our website for details of the sessions and for the list of presenters.

<http://www.fcexpo.jp/en/Technical-Conference/forum/To-Visit/Speakers/>

VIP Reception Party

During the show, numerous industry executives gathered at VIP Reception parties for PV EXPO, FC EXPO, ECO HOUSE & ECO BUILDING EXPO and BATTERY JAPAN. In contrast to the academic seminars and serious negotiations being held at the booths, the reception party was more social where attendants exchanged ideas and built on business partnership.

A toast was made by industry leaders for each reception party, for instance at the PV EXPO party *Dr. Zhengrong Shi*, founder and CEO of Suntech Power gave a few words: *"Having been a firm supporter of the PV EXPO since 2008, I am thrilled to see PV EXPO and World Smart Energy Week become Asia's largest event for renewable energy."* he also added: *"In Japan, I am extremely excited about what 2012 will hold for solar as Japan makes its most serious commitment to solar energy with the introduction of the country's first feed-in-tariffs in July 2012."*

Next year's show

World Smart Energy Week 2012 has closed its doors but with the new feed-in-tariff coming in and if the size and reputation continues to expand at this rate, the future for World Smart Energy Week 2013 seems very bright as one of the leading B-to-B exhibition in the renewable energy industry.

As if to portray the increasing interest and commitment for renewable energy, numerous exhibitors, both existing and new have already signed up for next year even before the show ended. Let's just hope there will be enough space at Tokyo Big Sight.

World Smart Energy Week will be returning to Tokyo Big Sight next year on the 27th March and will be held for 3 days. For more information please access our official website <http://www.wsew.jp/en/> or directly contact the show management.

About World Smart Energy Week 2012:

One of the world's largest trade shows dedicated to renewable energy consisting of 7 exhibitions and 246 technical conferences & seminars.

8th Int'l Hydrogen & Fuel Cell Expo FC EXPO 2012

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

5th Int'l Photovoltaic Power Generation Expo PV EXPO 2012

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

3rd Int'l Rechargeable Battery Expo BATTERY JAPAN 2012

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

3rd Processing Technology Expo ENETECH JAPAN 2012

<http://www.ptexpo.jp/en/>

3rd Int'l Photovoltaic Power Generation System Expo PV SYSTEM EXPO 2012

<http://www.pvs-expo.jp/en/>

2nd ECO HOUSE & ECO BUILDING EXPO

<http://www.ecohouseexpo.jp/en/>

2nd INT'L SMART GRID EXPO

<http://www.smartgridexpo.jp/en/>

Photo-Highlights of the show:

<http://www.pvexpo.jp/en/Previous-Show/Photo-Highlight/>

List of Exhibitors:

https://www.r-expo.jp/mar2012/exhiSearch/FC/en/exhibitor_list.php

Technical Conferences & Seminars:

<http://www.pvexpo.jp/en/Technical-Conference/Technical-Conference-Program2012/>

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