



POWEREXPO+ 2008 CONSOLIDATES ITS LEADING ROLE

The sixth edition of PowerEXPO + 2008 took place in September, and consolidated its position as the landmark international trade fair for the efficient and sustainable energy sector. With 600 exhibitors from 29 countries and approximately 15,000 visitors, PowerEXPO+ played host to all efficient energy technologies, with pride of place going to wind energy and solar energy in its different forms: solar thermal, photovoltaic and thermo-solar. PowerEXPO+, once again, provided a showcase for the vigour and zest of an innovative and dynamic sector.

The event also highlighted the great commitment of the sectoral associations. These associations put together a full programme of conferences, technical seminars, discussions and round table sessions, making this edition of PowerEXPO the leading forum on the state of the art of new energy technologies.

The sixth edition of PowerEXPO+ 2008, the International Exhibition on Efficient and Sustainable Energy, was held from 24 to 26 of September and was an unqualified success in terms of exhibitor participation and professional visitors. For three days, The Zaragoza Trade Fair Center was the technical and commercial focal point for the efficient energy sector. The event's success was founded on the innovation presented in all areas. This, along with the extremely high level of professionalism, confirmed PowerEXPO as the reference trade fair for the sector and consolidated its position as the leading event of its type.

The opening ceremony of this sixth edition was another highlight and boasted the presence of such dignitaries as the Regional Minister of Industry, Trade and Tourism, Arturo Aliaga and the Regional Minister of Public Works, Urban Planning and Transport, Alfonso Vicente. These were joined by the president of The Zaragoza Trade Fair Center, Manuel Teruel, and the director of the Zaragoza Fair Trade Centre, José Antonio Vicente. Public and private bodies in the region of Aragón were also strongly represented.

PowerEXPO+ 2008 brought together the leading enterprises and players in the energy sector, providing them with a platform to present the latest in innovation and technological trends in the improvement of the efficiency and performance of the different existing energy systems. Leading participants included the manufacturers of wind turbines, equipment, components and systems for the construction and management of wind farms, as well as the solar energy enterprises, who presented the latest developments in solar thermal, photovoltaic and thermo-solar energy. Of equal importance was the part played by high-efficiency cogeneration, with important innovations in gas engines; biomass and bio-fuels and the fast-growing hydrogen and fuel cell technologies.

ECOBUILDING, International Exhibition and Conference on Bioclimatic Architecture, Sustainable Construction and Energy Efficiency in Buildings, and EXPORECICLA, the first International Fair on Industrial Recovery and Recycling, Waste Management and Waste-to-Value Systems were held simultaneously with PowerEXPO+2008.

PowerEXPO -2008 figures

Due to the big increase in the number of participants, almost twice as much exhibition space was required for this edition. PowerEXPO+2008 occupied four halls at the Zaragoza Trade Fair Center and display space totalled 40.000 m². The number of participants and their origin highlights the international scope of the event. There were participants from a further ten countries this year, making for a total of 623 exhibitors from 29 countries. Of these, 319 were Spanish and 304 foreign.

The number of visiting professionals for the three fairs, PowerEXPO, EcoBuilding and ExpoRecicla, totalled around 15,000, an increase of over 35% on the 10,500 visits of the previous edition of PowerEXPO in 2006. Total exhibition space for the three events was over 46,000 square metres and there were 767 exhibiting enterprises.

PowerEXPO + 2008, at the centre of the energy debate

The leading sectoral associations actively supported the fair and provided forums for debate through the organisation of seminars and discussions presided over by internationally renowned experts. Associations such as AEE, ASIF, PROTERMOSOLAR, COGEN España, GGE and APPA, amongst others, took advantage of the opportunity presented by POWEREXPO+ 2008 to analyse the current situation and challenges faced by their respective energy sectors.

Within this programme of debates, made up of numerous papers and conferences, special mention must go to the **3rd National Fuel Cell Congress** (CONAPPICE 2008), organised by the Spanish Fuel Cell Association (Asociación Española de Pilas de Combustible). The congress focused on hydrogen applications and technological trends for its storage. High and low-temperature cells were discussed and many excellent technical papers were presented on the subject. In addition, numerous innovative projects for the development of these cells were presented. The congress also looked at the economic aspect of hydrogen and there was an analysis of the benefits of the hydrogen economy. Other interesting aspects of this technology, so crucial to the environment and sustainable development, were also looked at.

Another highlight of the busy programme of parallel activities at PowerEXPO+2008 was provided by the **Technical Seminars of the Asociación Empresarial Eólica** (AEE – Wind Energy Business Association). 300 professionals in the sector participated and almost 50 papers were presented, with the wind sector assuming a leading role in the debates held over two days. The sector's most important current issues and innovations were examined in detail. Chief amongst these were: grid integration, electricity market economics, the wind turbine market, worldwide evolution of the sector, new technological developments, the setting up, operation and maintenance of wind farms and careers in the sector. Other issues of great interest were also looked at.

PROTERMOSOLAR (the Spanish Association for the Promotion of the Thermo-solar Energy Industry), organised a **Technical Seminar on Electricity Generation at Thermo-solar Power Plants**. This focused on the current situation and future prospects. Issues discussed at the seminar included: thermal storage at thermo-solar power plants; hybrid solar and biomass thermoelectric power plants, with analysis of the impact on efficiency and electricity generation costs; advances in technologies of receivers for collectors; and legal matters relating to thermo-solar power station projects.

Another highlight, both in terms of subject matter and drawing power, was the **Technical Seminar on Cogeneration** organised by COGEN España. This seminar looked at the most interesting aspects of cogeneration, such as its applications in the tertiary sector, cooling applications, renewable fuels and micro-generation.

The **Seminar on Solar Photovoltaic Energy**, organised by The Photovoltaic Industry Association, ASIF, was of particular relevance in that it focused on a large number of the most interesting current challenges facing the sector. Chief amongst these were: cost reduction as the key to the development of the Spanish photovoltaic industry and market, reducing manufacturing costs of generators, concentration system converters and other photovoltaic system components. Also discussed was the need for a proper communication and awareness campaign to promote greater use of photovoltaic systems in building whilst, at the same time, responding to the challenge of achieving safer and more efficient installation.

Grup de Gestors Energètics (GGE) organised a Technical Seminar on Energy Saving and Efficiency in Industry. The different sessions dealt with matters such as the current state of the energy market and energy saving and efficiency as competitive factors in industry. A specific industrial case was commented on and details of Government of Aragón grant aid to promote saving and efficiency were disclosed.

Finally, mention must be made of the interesting **Conference on the State of the Renewable Energy Sector**, organised by APPA, the Association of Renewable Energy Producers, which drew a large number of participants.

R Energy and the Zaragoza Forum

PowerEXPO also saw the presentation of the International Agreement to hold the R-Energy Fair. This is a new trade fair due to take place simultaneously in Buenos Aires and Sao Paulo in Spring 2009 and destined to become the South American platform for the renewable energy industry.

This new energy sector event will be organised by The Zaragoza Trade Fair Center, Verona Fiere and the German group Survey Marketing & Consulting, who will work together making full use of their synergies. This is a pioneering experience in the world of trade fairs and also forms part of the campaign to broaden the international horizons of the Zaragoza Trade Fair Centre, which is preparing to compete in a global market. Also taking place within the context of PowerEXPO was the "Foro Zaragoza 2008" (Zaragoza Forum 2008). This was organised by the Club de Marketing de Zaragoza, who held a discussion-lunch with more than 200 guests from "strategic sectors". The event focused on the future of energy and its sustainability in Aragón and in Spain. It featured a presentation by Jaime Gros, Managing Director of Endesa Aragón, who outlined the growth prospects for energy, with particular emphasis on the great impact of wind energy and combined cycle gas plants.

PowerEXPO, EcoBuilding and ExpoRecicla, synergies with a big future

The 2008 results of the three events, PowerEXPO, EcoBuilding and ExpoRecicla, confirm the excellent decision to hold the latter two fairs and consolidate the leading role of PowerEXPO. This sixth edition has seen PowerEXPO become the most important date in the sectoral calendar and the international focal point of efficient and sustainable energy.

PowerEXPO was a model of professionalism and highly specialised expertise. It enjoyed the loyal and full support of the entire sector, a booming sector with an extremely promising future. Now is the time to place confidence in new efficient energies, not just as an economic strategy but also as a social and environmental strategy. PowerExpo has shown itself to be the greatest business tool for progress in this respect and also the most appropriate business platform through which to effect the necessary change in the energy model in the near future.

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