



- 7-10 April 2008
- National Palace of Culture  
Sofia, Bulgaria

## 4<sup>th</sup> International Congress & Exhibition for South-East Europe on Energy Efficiency and Renewable Energy Sources

Germany – Strategic Partner • Spain – Focus Country

# Post Event Report

### NEXT EVENT

- 6-8 April 2009
- Sofia, Bulgaria

ORGANIZER

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## OVERVIEW

The 4th International Congress and Exhibition for South-East Europe on Energy Efficiency /EE/ & Renewable Energy Sources /RES/ took place in the National Palace of Culture from 7th to 10th April 2008. The events' aim was to present on the SE European market new technology, equipment and services, and to attract the public attention to the practical benefits from renewables and the different means to save energy. As a tradition Germany was again the Strategic Partner of this initiative, while due to its dynamic development in the energy sector Spain was the Country in Focus for 2008.



*This Congress is vital not only for demonstrating the potential benefits of a sustainable energy policy at regional level, but also to learn from one another about how best to exploit this potential.*

**Andris Piebalgs**  
EU Commissioner for Energy

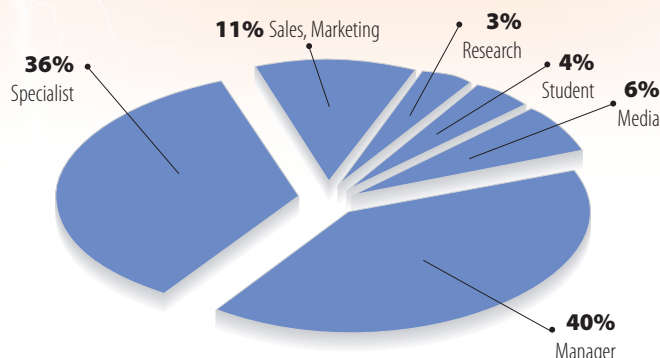
## CONGRESS SPEAKERS

The Congress presented 54 speakers from 16 countries: Austria, Belgium, Bulgaria, Canada, Greece, Germany, Hungary, Italy, Latvia, the Netherlands, Poland, Romania, Serbia, Spain, UK, Ukraine.

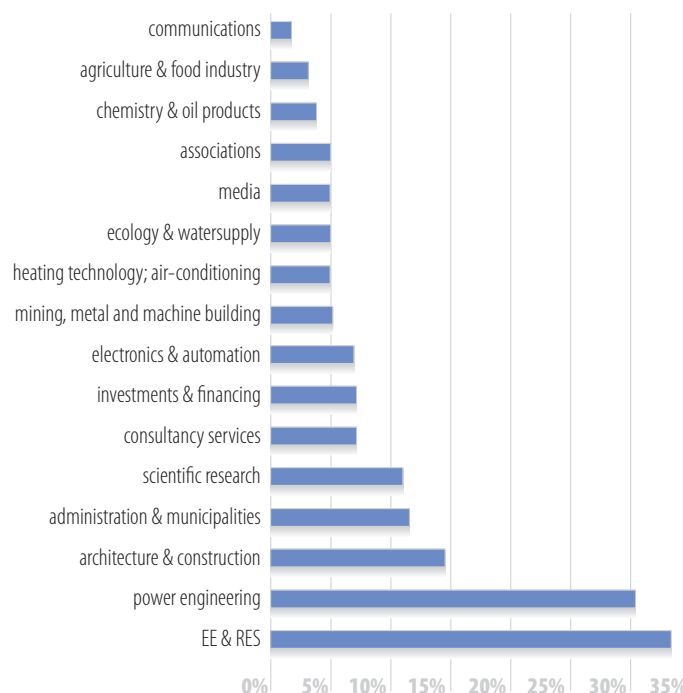
## CONGRESS ATTENDEES

The over 400 Congress attendees were industry specialists and businessmen from 24 countries: Austria; Belgium; Bulgaria; Canada; Cyprus; Denmark; Germany; Greece; Hungary; Italy; Korea; Latvia; Macedonia; Poland; Portugal; Romania; Serbia; Slovakia; Spain; the Netherlands; Turkey; UK; Ukraine; USA.

## BREAKDOWN BY POSITION



## BREAKDOWN BY BRANCH



## TESTIMONIALS

*It was a pleasure to attend the Congress. The non-academic and business friendly style has been very useful. This is a case where we are transforming markets, therefore business friendliness is critical. Once again I would like to thank you especially for the hospitality and help both before as well as during the meeting.*

**Baha Kuban, Ecofys Turkey**

*It was really nice to spend a couple of days with you in Sofia. The Congress & the Exhibition passed excellent: level of quality, number of visitors, organizational aspects, etc. It is not easy to organize and take my honour congratulations. Also, I had the possibility to meet a numerous persons that could be result with different kind of collaboration. I hope that I'll be able to visit your significant event next year again.*

**Bojan Kovacic, Serbian Energy Efficiency Agency**

*This was a very useful event for me to meet international and local players in renewable energy. It was well-promoted, with high level attendance.*

**Ken Lefkowitz, New Europe Corporate Advisory, Bulgaria**

*I found the event quite well organized. A good coverage of the issues and relevant topics addressed properly. Sessions were also well organized.*

**Yildirim Teoman, Sisecam, Turkey**



## CONGRESS INSTITUTIONAL AND PUBLIC SUPPORT

The 4th International EE & RES Congress and Exhibition for South-East Europe were organized in partnership with 25 international industry organizations from Bulgaria and abroad as well as 32 national and international media. The events received the institutional support of the European Commission Sustainable Energy Europe Campaign and were held under the auspices of the South-East Europe Cooperation Process /SEECPP/, Sofia Municipality and the European Bank for Reconstruction and Development.

## CONGRESS PROMOTION

Over 60 journalists from Bulgaria, Germany, Romania and Hungary attended the EE & RES Congress and Exhibition. The vast promotional campaign before the event included advertisements and publications in over 30 national and international specialised magazines. 8 radio stations, 9 industry magazines, 3 national and 7 regional newspapers further spread information about the events. Newsletters and press releases were sent on a regular basis by the organizers. 15,000 leaflets were mailed to targeted audience in the Region of SEE and over 20,000 invitations for visiting the parallel exhibition were sent. There was also performed a strong Internet advertising campaign. Very successful promotional tool turned out to be the outdoor advertising.

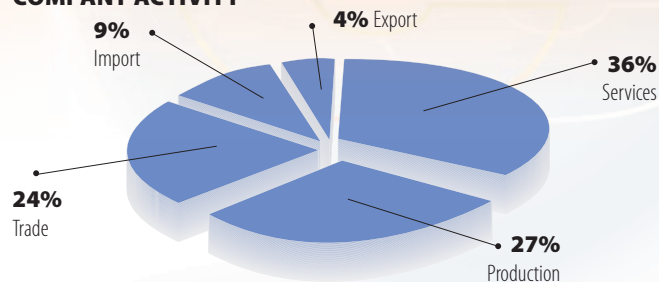
## EXHIBITION

42 exhibitors from 8 countries: Austria, Belgium, Bulgaria, Denmark, Germany, Hungary, Turkey, and UK. They all had the opportunity to present their latest products before 3120 professional visitors from 26 countries including Austria, Belgium, Canada, Cyprus, Denmark, Estonia, Germany, Greece, Hungary, India, Israel, Italy, Korea, Macedonia, the Netherlands, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Sweden, Turkey, Ukraine, UK and USA.

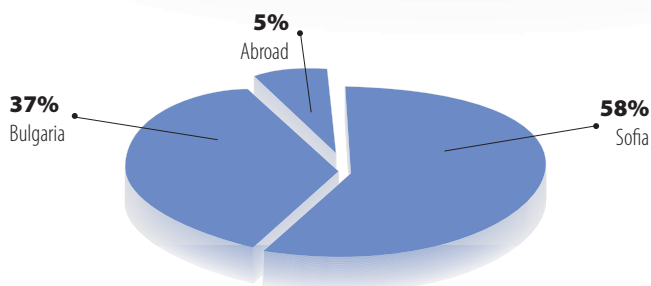
There was a strong German participation on behalf of the German Federal Ministry of Economics and Technology. German Energy Efficiency Day (8 April) and German Renewable Energy Day (9 April) were announced by the German Pavilion. Students from several Bulgarian technical schools were the youngest participants in the Exhibition. They presented the best works from the competition of youth projects on EE & RES.

## EXHIBITION VISITORS' STATISTICS

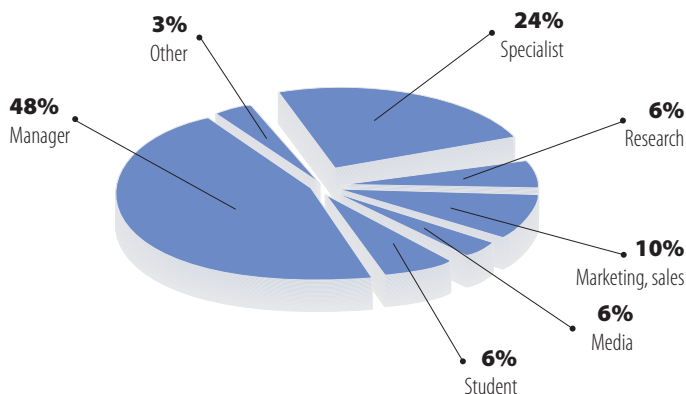
### COMPANY ACTIVITY



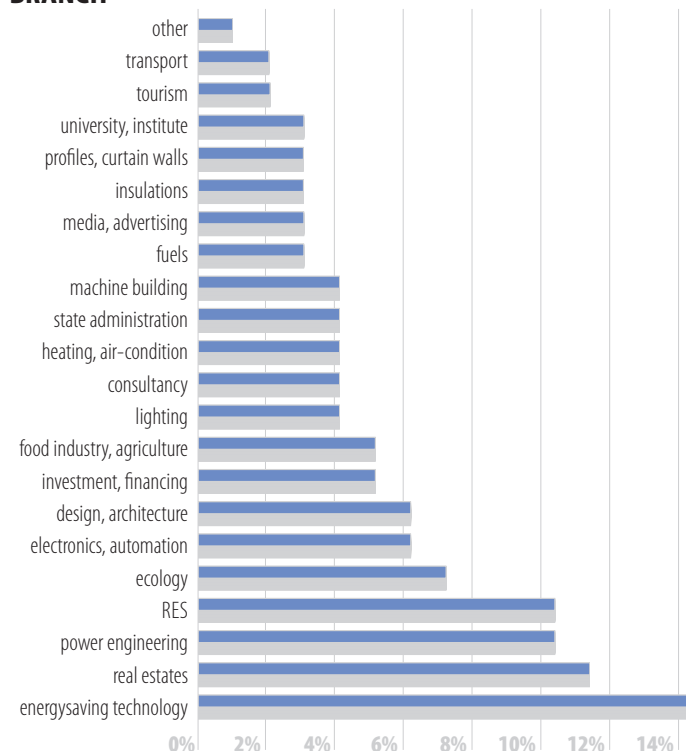
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### AREA OF RESPONSIBILITY



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## ABOUT THE ORGANIZER – VIA EXPO LTD.

Via Expo is a full service company organizing professional exhibitions, conferences, training seminars, business meetings, etc. It was established in 1992 and since then has assured itself a stable place on the local market of specialized event organizers. The trade shows are strictly professional and target mainly the specialists from different industry sectors. The events offer high quality services according to the international standards and attract foreign participants from 4 continents, and help foreign companies find their representatives, partners, and distributors in Bulgaria and the Balkans. Among the events Via Expo organizes are EE & RES Congress and Exhibition, Balkan Food & Drinks /food, drink, equipment/, BalkanPac /packaging, machines, materials/, Profiles /windows, doors/; Regalo /gifts, souvenirs/, etc. Via Expo has a wide network of partners in Bulgaria and abroad and also works for bringing Bulgarian companies at international exhibitions.

## B2B MEETING CORNER

Before the opening of the Congress a “Pre-booked meetings” service was available online for easiest networking between VIP guests, speakers, exhibitors, attendees. All participants were able to establish face-to-face contacts with high level management industry professionals and investors from the energy branch at the special exhibition b2b meeting corner.

**The next Congress and Exhibition  
will be held in 6-8 April 2009.  
Hope to meet you all there!**

For more information: **Via Expo**, +359 32 945459, office@viaexpo.com, www.viaexpo.com

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