

POST EVENT REPORT 2014

b2b EXHIBITION & CONFERENCE FOR SOUTH-EAST EUROPE

Next Edition: 11-13 March 2015, Sofia, Bulgaria



ENERGY EFFICIENCY & RENEWABLES



WASTE MANAGEMENT & RECYCLING



**INTELLIGENT BUILDINGS,
LIGHTING, ICT & MOBILITY**



ELEVATORS & ESCALATORS

With the Patronage of:



REPUBLIC OF BULGARIA
Ministry of Regional
Development



Ministry of Environment
and Water



Sofia
Municipality

Supporting Partner
of 'Save the Planet': Austria



With the Support of:



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Mobility Session'



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Organizer: www.viaexpo.com



From 5th to 7th March the Bulgarian capital Sofia hosted the annual Forum and Exhibitions 'Energy Efficiency & Renewable Energy' (EE & RE), 'Save the Planet' (waste management and recycling), 'Smart Cities' (intelligent buildings, lighting, energy storage, ICT and mobility) and 'LiftBalkans' (elevators and escalators). Keeping the pace with the global challenges, the organizer Via Expo has constantly expanded the scope of the event. The 2014 edition presented concrete solutions for energy independence and savings; intelligent buildings and transport; resource efficiency by waste utilization - a "golden thread" that connects the economy and its sustainable development, making the business and community more environment-friendly. No doubt, these topics will be among the strategic priorities for the South-East European countries in the next years.

The aim of the event is to popularize new projects, policies and practices, as well as to transfer up-to date green technologies to the Region. Strong international presence, great communication networks and parallel initiatives approved it as one of the prominent events gathering local and foreign suppliers, buyers, experts and also state administration representatives.



EXHIBITORS

Among the important reasons for participating in the 2014 edition are "attracting new customers", "new product presentations" and "brand image enhancement".

- One of the most eye-catching presence was the Austrian Pavilion within 17 companies demonstrated their advanced technology and know-how.
- 108 direct exhibitors from 20 countries - Austria, Belarus, Bulgaria, China, Czech Republic, Germany, Greece, Denmark, Italy, Lithuania, Poland, Romania, Russia, Slovenia, Spain, Turkey, the Netherlands, Sweden, Switzerland and Ukraine.
- Over 50% of the exhibitors were from abroad.
- 43% of the companies participated for the first time.
- 44% of the exhibitors will participate again in 2015.

Exhibitor Profile



- EE & RE** • Cogeneration Systems; Passive Houses & Low Energy Buildings; Energy Efficient Lighting; Energy Audits and Certification; Retrofitting of Buildings; Heating, Ventilation and Air Conditioning (HVAC)
- Biogas & Biofuels Equipment; Biomass Heating Equipment & Pellets; Solar Thermal and Geothermal Systems; PV & Wind Systems; Invertors & Transformers; Hydropower Plants and Equipment and Mounting Metal Structures.



- Save the PLANET** • Waste Treatment - Systems & Technologies; Waste Collection: Containers; Transport Vehicles; Street Cleaning Machines; Composting; Waste-to-Energy; Recycling Equipment; Plants for Recycling



- SMART CITIES** • Intelligent Mobility: E-cars; Charging Stations; Traffic Management; Parking; Lighting and Access Control
- Energy Management and Smart Grids; Building Management Systems; Building Automation Systems; ICT for Utilities & Telecommunications; Cloud Technologies; Energy Storage; Telemetry and Telematics.



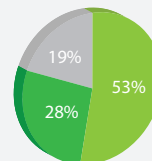
- LIFT BALKANS** • Elevators; Escalators; Moving Walks; Loading Platforms; Cabins; Components.

VISITORS

3900 specialists from 38 countries visited the Exhibitions (Austria, Azerbaijan, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iran, Israel, Italy, Japan, Kosovo, Latvia, Lithuania, Luxembourg, Macedonia, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Slovenia, Spain, Sweden, Switzerland, Chinese Taipei, Turkey, the U.K., the U.S.A and Ukraine).

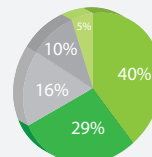
Visitor Profile

Agriculture; Architecture and Construction; Association ; Automation, Electronics; Chemical Industry; Consulting; Elevators & Escalators; Energy Saving; Engineering; Environment; Financing and Investment; Food Industry; Fuels, Heating and Cooling; IT & Telecommunication; Lighting; Media, Packaging Industry; Power Engineering; Renewable Energy; State and Municipal Administration; Transport and Logistics; University; Waste Management; Water Management and Recycling; Wood Processing.



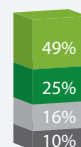
Visitors by Region

From Sofia **53%**
From the interior of Bulgaria **28%**
From abroad **19%**



Visitors by Company Activities

Services **40%** Manufacture **29%**
Trade **16%** Import **10%**
Export **5%**



Visitors by Position

Decision maker **49%**
Expert, consultant **25%**
Marketing and sales **16%**
Other **10%**



FORUM

PROGRAM

The program included high-level discussions of different aspects – legislation, current and future challenges and case studies. Experts called for more collaboration and constructive dialogue between decision makers.

46 speakers from all over Europe participated in the Forum.

Forum Highlights:

- **European Waste Management Day**, organized by the European Network of Environmental Professionals (ENEP) and Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+). Speakers from the Catalan Waste Agency (Spain); Bulgarian Ministry of Environment and Water, Sofia Municipality, LIPOR (Portugal), Bulgarian Industrial Association, Fost Plus (Belgium), Ambiente Italia, Technical University of Dortmund, etc.
- **District Heating and Cooling in Europe** – the session was organized by Euroheat & Power. Speakers from Aalborg University (Denmark), Thermaflex (Austria), Fortum (Finland), Turboden (Italy) and Ebioss Energy (Spain).
- **Smart Cities**: European Innovation Partnership on Smart Cities and Communities, Renovation and nZEBs Strategies, Green Roof Gardens, Green Economy Network for Milan Smart City, ICT Infrastructure of Smart City, etc. Speakers from European Commission - DG 'Energy', Buildings Performance Institute Europe (BPIE) – (Belgium), Confindustria Bulgaria, Sol Spa (Italy), Assolombarda, Austrian Energy Agency, Bulgarian Green Building Council, etc.
- **Intelligent Mobility Solutions in Smart Cities**. Case studies by SWARCO, Energy Efficiency in Smart Cities – the experience of ETRA R + D.
- **Waste-to-Energy Workshop** - Speakers from the Waste-to-Energy Research and Technology (WtERT) and Hitachi Zosen Inova (Switzerland), etc.
- **Energy Efficiency** – EE Experiences on SMEs, Small and Medium Enterprises Development Organization (KOSGEB), (Turkey); Municipality Wüstenrot – Energy self-sufficient by 2020, Centre for Sustainable Energy Technology (zafh.net) (Germany)
- **Elevators** – Implications of the New Lift Directive, Energy Consumption Study, Lifting Appliances & Legal Framework According to 2006/42/EC, etc. Speakers from European Commission - DG Enterprise and Industry (Belgium), Kleemann SA (Greece), QMSCERT Q-CERT (Greece), State Agency for Metrological and Technical Surveillance (Bulgaria), etc.

PARALLEL INITIATIVES

- **Go Green to Environment 2014** – Pre-scheduled business and technology transfer meetings – Bulgarian Industrial Association
- **Info Day on Leonardo da Vinci Program** – Sofia Vocational High School of Electronics "John Atanasoff"
- **Exhibitor Product Presentations**

Partners:



Media Partners:

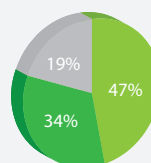


CONFERENCE PARTICIPANTS

227 specialists from 27 countries: Austria, Azerbaijan, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Italy, Japan, Latvia, Lithuania, Macedonia, the Netherlands, Norway, Portugal, Romania, Russia, Saudi Arabia, Slovenia, Spain, Sweden, Switzerland and Turkey.

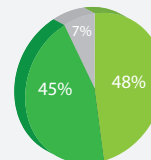
Industry Groups of Attendees

Architecture, Construction; Association; Automation; Bank, Finance, Investments; Chemical Industry; Consulting Services; Electronics; Elevators and Escalators; Energy Efficiency; Engineering; Environment; IT and Telecommunication; Media; Municipality, State Authorities; NGO; Power Engineering; Renewable Energy; Research; Transport; University; Utilities and Waste and Recycling.



Attendees by Region

From Sofia **47%**
From abroad **34%**
From the Interior of Bulgaria **19%**



Attendees by Position

Expert, consultant **48%**
Decision Maker **45%**
Marketing and sales **7%**

PROMOTION

How we reach the event target audience?



Coverage by 200 media
129 partners 24 countries
Email reach: 100 000+



Linkedin followers: 8000+
Twitter followers: 2334
Facebook followers: 566



Website reach: 91 093 visits
Website reach: 228 056 page views

WELCOME MESSAGES & TESTIMONIALS

'I am happy to welcome the organizer and the delegates of this year's International Forum 2014. The continued engagement of high ranking experts with the issues of energy efficiency and smart growth is a positive signal for the increasing importance they attain in the public debate. I have repeatedly emphasized that these topics need to be more visible and in the focus of the public attention.' **Rosen Plevneliev, President of the Republic of Bulgaria**

'Historically speaking, Bulgarian towns have always been engines of industry, spirituality and progress of society. One of the biggest challenges facing Bulgaria today is how to adapt them to the new realities and transform them into smart cities with sustainable and green urban environment, with efficient and environmentally friendly urban transport, with energy efficient buildings. Recognizing the need of reducing energy consumption and the formation of a new environmental culture, the Ministry of Regional Development put energy efficiency among its top priorities, which is reflected in the new Operational Program "Regions in Growth" 2014-2020.' **Desislava Terzieva, Minister of Regional Development**

'The present event supports our common efforts, giving the opportunity to highly respected professionals to introduce and discuss various aspects of waste management, promote latest technologies and good practices, tendencies in the European and national legislation and its application. I assure you that the Bulgarian Ministry of Environment and Water will work actively for implementing a successful, technologically relevant, effective and sustainable policy for waste management in Bulgaria.' **Iskra Mihaylova, Minister of Environment and Water**

'The realization of this year's SEE Forum shows that a growing number of businesses in South-East Europe are willing to play an active role in building a more climate-friendly and energy-efficient economy.' **Jos Delbeke, Director-General for Climate Action, European Commission, Belgium**

'The forthcoming program period opens new perspectives for the municipalities to benefit from financing and foreign experience. I believe that this Conference offers me the ideal opportunity to connect and work together with regional environmental professionals in the near future.' **Kristof De Smet, President, European Network of Environmental Professionals, Belgium**

'Lots of knowledge and good practices have been developed over the past years and it is crucial to share and capitalize on this expertise. It has been one of the core activities of ACR+ for the past 20 years and it is also the purpose of 'Save the Planet' to bring experts from various horizons altogether for a greater, greener future.' **Françoise Bonnet, Secretary General, Association of Cities and Regions for Recycling and Sustainable Resource Management, Belgium**

'We would like to thank you for the good ongoing cooperation and we hope that the Austrian participation next year will be as strong as this year.' **Dr. Michael Angerer, Commercial Counselor, Austrian Embassy in Bulgaria**

'It was a great pleasure to participate in such large scale green event that promotes specific ideas and working models in the Region.' **Milen Atanasov, journalist, 'Green Ligh', BNT, Bulgaria**

'The organization of the exhibition was at an international level. My interest was attracted by the Austrian Pavilion and German participants. I made new contacts with some Bulgarian companies and hope to start with them joint projects. I met also representatives of one Austrian company that could be our supplier of products supplementing our product range.' **Galin Manchev, Integral Investment Ltd. Bulgaria**

'We are satisfied by the event organization and professional visitors which showed an interest in our products. We will participate again in 2015.' **Asen Dimitrov, Entel TTT, Bulgaria**

'I did find practical benefit of the Conference presentations and they are applicable to our company. I got some useful information for a potential business activity in South-East Europe.' **Ing. Guido Rampinelli, Termigas S.p.A., Italy**

Save the date for next year: 11-13 March

We will continue developing the event by including new topics that will provoke the interest of attendees, exhibitors and visitors, as well as adding services that facilitate communication between all participants. 'LiftBalkans' will be held in 2016.

Via Expo: T +359 32 512 900, 960 011 E office@viaexpo.com W www.viaexpo.com

