

# SOUTH-EAST EUROPEAN FORUM POST EVENT REPORT 2012

Next Edition: 29-31 May 2013, IEC, Sofia, Bulgaria



The event is one of the prominent b2b eco initiatives in the Region of South-East Europe. It established itself as a platform for setting up new partnerships between governmental and local policy makers, investors, business executives, representatives of branch associations.

The positive feedback from speakers, exhibitors, visitors and attendees give a proof of the real success of the event held from 28 till 30 March 2012 in IEC, Sofia, Bulgaria.

The 8<sup>th</sup> Energy Efficiency & Renewable Energy Congress and Exhibition and the 1<sup>st</sup> SEE Solar Exhibition brought together leading experts to network and discuss the related hot issues and perspectives for the region of South-East Europe.

The 3<sup>rd</sup> edition of the Conference and Exhibition on Waste Management, Recycling and Environment 'Save the Planet' encouraged the know-how and technology transfer to the Regional market where advanced companies can find plenty of business opportunities.

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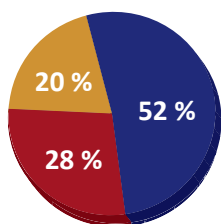
## EXHIBITIONS

- 20 % increase of the number of participants compared to 2011
- 12 % growth in the exhibition space compared to 2011
- Austrian and USA Pavilions; Group Participations within projects, financed by EU funds
- 412 companies from 33 countries (Albania, Austria, Belgium, Bosnia & Herzegovina, Bulgaria, China, Croatia, Cyprus, the Czech Republic, Denmark, Finland, France, FYR Macedonia, Germany, Greece, Hungary, Ireland, Israel, Italy, Japan, Korea, Poland, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, Sweden, the Netherlands, Turkey, UK and the USA )
- 51 % of the exhibitors (direct and represented) were from Central and Western Europe, 30 % from Bulgaria, 9 % from South-East Europe, 7 % from Asia and 3 % from the Americas.

## Exhibitor Profile

- Renewable Energy and Related Systems; Energy Efficiency; Equipment and Technologies in Industry and Construction; E-Mobility
- Waste Treatment; Waste Collection; Landfilling; Composting; Transport Vehicles; Waste-to-Energy; Recycling Systems and Technologies

## Visitors - 5750 professionals from Bulgaria and 46 other countries by Region



- **52 % from Sofia**
- **28 % from the Interior of Bulgaria**
- **20 % from Abroad** (from South-East Europe: Albania, Croatia, Cyprus, FYR Macedonia, Greece, Kosovo, Montenegro, Romania, Serbia and Turkey; from the rest of Europe: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Italy, Ireland, Malta, Norway, Poland, Portugal, Russian Federation, Slovakia, Slovenia, Spain, Switzerland, Sweden, the Netherlands and UK; from Asia: China, Israel, Japan, Kazakhstan, Kuwait, Lebanon, Saudi Arabia, South Korea; from Africa: Egypt, South African Republic; from the Americas: Brazil, Canada and the USA.

### by Activity

39 %	Services
26 %	Manufacture
18 %	Trade
11 %	Import
6 %	Export

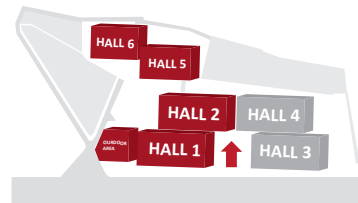
### by Position

61 %	Manager
19 %	Expert
13 %	Marketing, Sales
7 %	Other

### by Days

45 %	2 <sup>nd</sup> Day
33 %	1 <sup>st</sup> Day
22 %	3 <sup>rd</sup> Day

### Venue - 4 halls & outdoor area



## Visitor Profile

Agriculture; Chemical Industry; Construction, Architecture; Consulting, Ecology (Waste Management & Recycling); Electronics; Power Engineering; Energy-Saving Technologies; Finance; Food Industry; Investment; Machine Building and Metallurgy; Packaging; Renewable Energy; State and Municipality Administration and Tourism.



### Partners



## CONGRESS & CONFERENCE

### Speakers

85 speakers from Austria, Belgium, Bulgaria, China, Denmark, France, Germany, Italy, Malta, the Netherlands, Norway, Poland, Portugal, Serbia, Spain, Sweden, UK and the USA



### Program Highlights

- Energy Efficiency & Renewable Energy Financing
- Energy Efficiency
- Biomass Resources; Bioenergy
- Waste Management
- Energy Recovery
- Waste Prevention and Recycling



## Attendees - 552 Specialists from Europe, Asia, Africa and the Americas

### by Activity

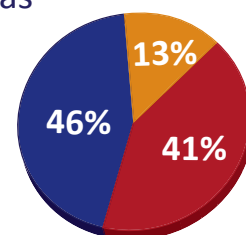
56 %	Services
26 %	Manufacture
8 %	Import
6 %	Trade
4 %	Export

### by Position

40 %	Manager
31 %	Expert
20 %	Marketing, Sales
9 %	Other

### by Region

- 46 % from Sofia
- 41 % from Abroad
- 13 % from the Interior of Bulgaria



## PARALLEL EVENTS

- Austria Showcase 'Environmental Technologies', Commercial Section to the Austrian Embassy in Bulgaria
- European b2b Matchmaking Event in the Field of Waste Management, Recycling & Environment, organised by Enterprise Europe Network
- U.S. Showcase on Energy Efficiency and Renewable Energy, U.S. Commercial Service in Bulgaria
- ESWET Session: The Experience of the European Suppliers of Waste to Energy Technology
- Italian Integrated Waste Management Experience
- Workshop: Green Business Network in the BSEC region, BSEC Business Council and EOMMEX
- Info Day about the EU Project 'Install+RES'
- Round Table with municipality representatives
- Bulgarian Eco Municipality Competition

## PROMOTION

Many branch associations partnered the event thus contributing to its high recognition in 43 countries mainly from Europe but also in the Americas and Asia. Targeted for South-East Europe, the Forum was attended by trade visitors and municipal representatives from the Region countries due to the active support of: BSEC, UBCCE, associations and chambers in Albania, Bosnia and Herzegovina, Kosovo, FYR Macedonia, Romania, Serbia and Turkey.

Vast promotional campaign was carried out in 20 countries. 50 journalists from Bulgaria and abroad attended the forum. The event was covered in more than 260 international and national media: dailies, weekly newspapers, news agencies, TV and Radio stations, websites and specialized magazines.

### Media Partners



## TESTIMONIALS

'Our exhibitors from the Austrian Pavilion were all in all very satisfied with the show! EE & RES and 'Save the Planet' are - no doubt - the most important platforms for the fields of renewable energy and environment technology for the whole region, not only Bulgaria. Experts from whole Europe meet specialists from SEE and inform and discuss about solutions and latest technologies to save energy and our environment. A very successful mixture! So we are planning to enlarge the Austrian participation in 2013.'

**Ivo Duerr, International Trade Show Agency, Vienna, Organizer of the Austrian Pavilion**

'Thank you for doing such a great job with the event. Look forward to next year.' **David Sweet, World Association for Decentralized Energy (WADE), USA**

'I would like once again to express my warm congratulations for organizing such a great event, with an impressive participation.' **Ambassador Traian Chebeleu, Organization of the Black Sea Economic Cooperation (BSEC), Turkey**

'I found the expo very enlightening and am sharing this information with other organizations that I work with.' **Colleen Lehner, European Quality Association for Recycling, Germany**

'The conference and exhibition were very well organised. There were high quality presentations, excellent exhibitions and interesting discussions from a wide range of people from organisations around the world. Thank you for this very productive conference and exhibition.' **Dr. Chindarat Taylor, Resource Efficiency Pathway, UK**

'You provided the efficient and flexible services better than I have seen in any conference, all with heartfelt kindness and warmth that gave me overall a very good impression.' **Guillaume Perron-Piché, European Suppliers of Waste to Energy Technology (ESWET), Belgium**

'I met a lot colleagues and representatives from both private companies and public organizations. Thank you very much for your perfect organization! **Dr. Peter Hodecek, AVE Energie AG Oberösterreich Umwelt GmbH, Austria**

'The participation in the Congress enabled us to exchange experience on the problems of the various stakeholders involved in the chain of production and consumption of renewable energy.'

**Denitsa Pandeva, Bulgarian Executive Forestry Agency**

'We are glad that we achieved our objectives. It is very important for us to participate in such major initiatives related to the energy efficiency because we are convinced that ETEM has a key role in this sector in Bulgaria.' **Mr. Bulionis, ETEM Bulgaria**

'There was significant interest in the products of Hill & Smith from companies from Croatia, Italy, Romania, Czech Republic and Serbia, which contributed to the creation of useful contacts in these countries. Most of the companies, working in the renewable energy sector in Bulgaria, participated in the exhibiton. This enabled us to maintain the already established business relationships. '**Julia Koleva, Hill & Smith, Bulgaria**

