

POST EVENT REPORT

South-East European Eco Forum & Exhibition 2013

Next Edition: 5-7 March 2014, Sofia, Bulgaria



ENERGY EFFICIENCY
& RENEWABLE ENERGY



WASTE MANAGEMENT
RECYCLING & ENVIRONMENT



SOLAR TECHNOLOGIES



BUILDING AUTOMATION
& MANAGEMENT SYSTEMS



ELEVATORS
& ESCALATORS

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Organizer: Via Expo - office@viaexpo.com, www.viaexpo.com

South-East Europe is moving forward to its low-carbon vision, which however can be a reality only if the countries of the Region improve significantly their resource efficiency. The annual Eco Forum and Exhibition for SE Europe (29-31 May 2013) brought together again experts and investors for a discussion of the environmental challenges.

Philip Lowe, DG Energy EC, estimated the event as a key European energy hub and an exchange platform for new ideas. The appeal of Julio García Burgués, DG Environment EC, referred the creation of economic incentives to boost waste prevention, re-use and recycling, which will increase the private investments.

The Organizer Via Expo broadened the event format and the 2013 edition incorporated the following topics: Energy Efficiency and Renewable Energy (EE & RE), Waste Management ('Save the Planet'), Building Automation and Management Systems ('Smart Buildings'), Elevators and Escalators ('LiftBalkans').

- **'Energy Efficiency & Renewable Energy'** has made a positive impact. The visitors' interest was attracted by hybrid and autonomous systems for renewable energy production, energy saving technologies and bio energy innovations.

- **'Save the Planet'** has registered 40% growth of the exhibitor number compared to 2012. The event showcased a wide spectrum of sustainable and environment-friendly products and technologies. The representatives of the local authorities, who are at the forefront of the new environmental developments, were mostly interested in the different proposals concerning waste management practices. 'Save the Planet' underlined the increasing responsibility of institutions, municipalities and citizens and the importance of their common actions for reaching the EU environmental targets.

- **The new topics 'Smart Buildings' and 'LiftBalkans'** have enriched the event format. They were successfully held and the number of visitors was sufficient. These two new topics will speed up the development of the considerable buildings potential in SE Europe. At the first edition of **'Smart Buildings'** the exhibitors presented building automation technologies, software and network cabling solutions which significantly reduce operating costs and increase occupant comfort.

'LiftBalkans' is the only specialized b2b exhibition in Bulgaria devoted to elevators, escalators, components and accessories. According to the Agency for Metrological and Technical Surveillance Bulgaria has over 120,000 lifts. More than 80,000 of them will need to be upgraded the next 10 years. LiftBalkans provides the ideal opportunity for a market exploration and for up-to-date products and services exposure.

THE EXHIBITION

EXHIBITORS

148 direct exhibitors from 22 countries (Argentina, Austria, Belgium, Bulgaria, China, Chinese Taipei, Czech Republic, Denmark, Germany, Greece, Hungary, Italy, Lithuania, Luxembourg, Poland, Romania, Russia, Slovenia, Spain, Switzerland, Turkey and the UK). 117 represented companies from Argentina, Austria, Belgium, Brazil, China, Denmark, Germany, Greece, Hungary, Italy, the Netherlands, Norway, Slovakia, Finland, Sweden, Japan, the UK and the USA.

- 50% direct foreign exhibitors
- 36% of the exhibiting companies are repeated participants
- Austrian Pavilion with the biggest covered area from the last four years
- Group participation of companies from Italy and Slovenia within the EU supported ICON Project
- For the first time there was a Hungarian National Participation, organized by HITA
- 'Save the Planet' 2013 was sponsored by experienced environmental companies as Aurubis and ECOPACK

Exhibitor Profile

- Renewable Energy and Related Systems; Energy Efficient Equipment and Technologies in Different Industry Branches, Construction; Building Integrated Photovoltaics
- Waste Treatment; Waste Collection; Landfill Management; Recycling Technologies and Equipment; Transport Vehicles; Waste-to-Energy
- Building Automation and Energy Management Systems
- Elevators & Escalators; Moving Walks; Components

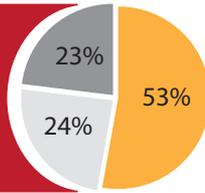
VISITORS

4845 visitors from Bulgaria and 39 other countries (Argentina, Austria, Belgium, Bosnia and Herzegovina, China, Chinese Taipei, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, Italy, Japan, Kosovo, Kuwait, Luxembourg, Macedonia, the Netherlands, Norway, Poland, Portugal, Romania, Russian Federation, Saudi Arabia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, the UK and Ukraine).



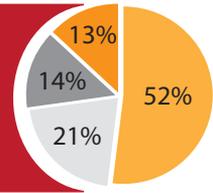
Visitors by Region

- 53% Sofia
- 24% From the Interior of Bulgaria
- 23% Abroad



Visitors by Position

- 52% Manager
- 21% Expert, Consultant
- 14% Marketing, Sales
- 13% Other



Visitor Profile

Agriculture, Architecture, Association, Automation, Chemical Industry, Construction, Consulting, Elevators & Escalators, Engineering, Electronics, Financing/Investment, Energy Saving, Food Industry, IT & Telecommunication, Recycling, Renewable Energy, State/Municipal Administration, Paper and Packaging Industry, Tourism, Transport, Waste Management

FORUM

Strong messages were heard during the three days concerning the necessity of decisive actions by public authorities, business and citizens in reference to the implementation of the best eco friendly models and innovative technologies.

SPEAKERS

74 speakers from 12 countries (Austria, Belgium, Bulgaria, Germany, Greece, Hungary, Italy, Luxembourg, the Netherlands, Norway, Portugal and the UK).

The up-to-date trends in the field of Renewable Energy, Smart Buildings, Waste Management and Recycling, were presented by prestigious organizations such as the European Renewable Energies Federation (EREF), Buildings Performance Institute Europe (BPIE), EuroAce, Navigant Research, European Commission - DG Energy and DG Environment, European Patent Office, Association of Plastics Manufacturers in Europe, Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+), Association for Waste Treatment and Recycling Technology within VDMA, European Network of Environmental Professionals (ENEP), etc.

Program Highlights

- Smart Buildings
- Building Integrated Photovoltaics
- Agricultural, Landfill & Wastewater Biofuels
- Waste Minimization Strategies
- Waste Collection & Separation
- Resource Efficiency & Recycling

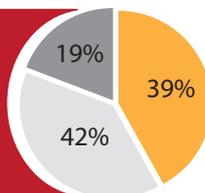


ATTENDEES

234 specialists from 24 countries: Argentina, Austria, Belgium, Bulgaria, China, Chinese Taipei, Croatia, Cyprus, Germany, Greece, Denmark, Hungary, Indonesia, Italy, Japan, Luxembourg, the Netherlands, Norway, Poland, Romania, Spain, Switzerland, Turkey and the UK.

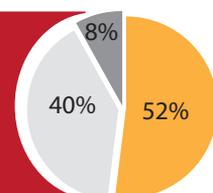
Breakdown by Region

- 42% from abroad
- 39% from Sofia
- 19% from the Interior of Bulgaria



Breakdown by Position

- 52% Expert, Consultant
- 40% Manager
- 8% Marketing, Sales



Branches

Waste Management and Recycling, Architecture & Construction, State & Municipality Authorities, Renewable Energy, Energy Efficiency, Engineering, Automation, etc.

Parallel Events

Apart from the exhibitions, parallel forums, panel discussions and networking events promoted the knowledge transfer between the environmental sectors in South-East Europe:

- Discussion: How to Implement More Effectively the Energy Efficiency in Buildings? Investing Barriers in Buildings Energy Efficiency
- Waste Collection & Separation – Session, organized by the European Network of Environmental Professionals (ENEP)
- Best Italian Know-how & Practices – Workshop, organized by the Italian Chamber of Commerce in Bulgaria
- EU Funds for Regional Development in Bulgaria 2014–2020 - Seminar of the Netherlands Embassy in Sofia
- Towards a Large Scale Integration of PV in Bulgaria - Bulgarian Photovoltaic Association Workshop
- Task Force “Energy Efficiency and Building Comfort” - Bulgarian Green Building Council
- Go Green to Environment 2013 - G2E 2013 - Pre-scheduled business and technology transfer meetings - Bulgarian Industrial Association
- Factory for the Production of Green Energy – Green-Blue Energy Factory Workshop
- Exhibitor Presentations

PROMOTION

Extensive promotional campaign was carried out in 27 countries. The Forum was supported by 200 partners and media partners. The event was covered in more than 245 international and national media - specialized magazines, Internet sites, dailies, weekly newspapers, news agencies, TV and Radio stations.

TESTIMONIALS

'I would like to express our satisfaction from the mutual collaboration with Via Expo during the past years and especially during this year's Eco Forum. Thanks to your proactive and tailor-made approach our seminar was a big success. For the Netherlands, as a leading country in the field of environmental technologies and innovations, this is the forum not to be missed in Bulgaria.' *Monica Nikolova, Senior Economic and Commercial Officer, Embassy of the Kingdom of the Netherlands*

'It was a great event. I look forward to another opportunity to work with you.' *Ambassador Traian Chebeleu, Organization of the Black Sea Economic Cooperation (BSEC)*

'The event was very professionally organized with very interesting selection of topics and speakers, tight program and completeness of the presented lectures.' *Miriana Alexandrova, Embassy of Norway*

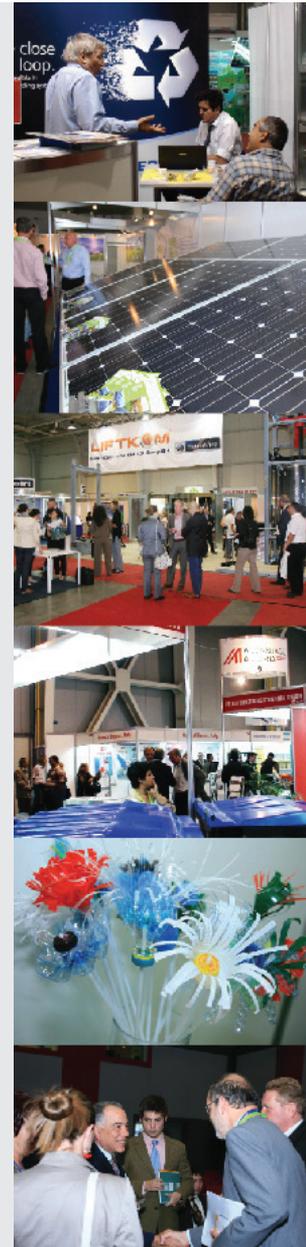
'The integration of the conferences and the exhibitions gave the participants of both events opportunities for new business contacts and exchange of knowledge. Very good selected speakers and a wide range of exhibitors made the visit a successful business trip.' *Heiko Schmidt, German Association of Environmental Professionals (VNU)*

'I was surprised about the great number of participating institutions and companies as well as on the high level of expertise there' *Dipl.-Ing. Dr. Walter Somitsch, Ingenieurbüro Dr. Walter Somitsch, Austria*

'We appreciate the long-term relationship with Via Expo within the successful cooperation regarding the Eco Forum as well the parallel trade fair. We look forward to continue it in 2014.' *Michael Angerer, Commercial Counselor of the Republic of Austria in Bulgaria*

'Congratulations to the team for its efforts and persistence in realizing the event, which is an important and perspective for the further development of the sectors facing the challenges to the Bulgarian municipalities and public authorities.' *Zdravko Sechkov, Foundation for Local Government Reform*

'We will be very glad to continue working with Via Expo to realize this exciting Forum.' *Nikolay Sidjimov, Bulgarian Association of Municipal Environmental Experts*



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