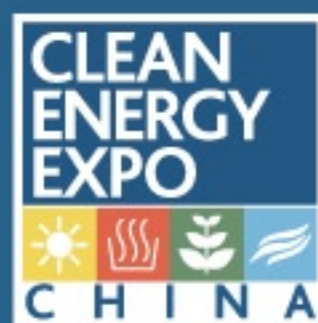




Wind Power China 2012

2012中国国际风能设备展览会
(原亚洲风能设备展)

Part of



Power from Wind

23-25 February
2月23-25日

北京 中国国际展览中心
China International Exhibition Center, Beijing

2012



Where wind energy professionals converge

China has identified wind energy as an important alternative power source to rebalance its energy mix. Supportive regulations and policies have been introduced to support this development. According to WWEA, worldwide installed wind capacity reached 197GW in 2010. China alone added 19GW within one year, accounting for more than 50% of the world market and becoming the center of the international wind industry.

Government controlled organizations and manufacturers hold a major role in this development, with state-run power producers and China Electricity Council members such as Guodian, Datang, Huaneng and Huadian responsible for about 90% of the investment in newly installed wind capacities.

Wind Power China (formerly Wind Power Asia), jointly organized by the China Electricity Council and Koelnmesse, is an essential event for China's vibrant wind power market. Every year since 2003, the event brings together leading players from technology, services, finance and government, and provides a much needed platform addressing key issues, future developments, and enabling business.

Total Installed Wind Capacity 2006-2010 [MW]

Year	2006	2007	2008	2009	2010
MW	2,599	5,912	12,210	25,810	44,733

Source: WWEA, gtaI



Who you will meet

Through an extensive and highly targeted visitor campaign, and in cooperation with numerous domestic and international partners and supporting institutions, the combined event in 2011 attracted 17,000 industry professionals from 19 countries. 72% of those visitors are decision makers and influencers, which means the participation at the event gives you access to a highly qualified audience!

Visitor profile

- Top-level corporate executives
- Government policy makers
- Banks & other financial institutions
- R&D & education institutions
- Manufacturers of equipment & components
- Project developers & investors
- Legal experts and consultants
- Agents & distributors
- Technicians & engineers

Top visiting regions

- China
- South Korea
- Japan
- Hong Kong
- Taiwan
- ASEAN countries
- Germany
- Italy
- USA
- India



Top purpose of visit

To source for new products and technologies	31%	<div style="width: 31%;"></div>
To establish new business contacts	25%	<div style="width: 25%;"></div>
To keep up with industry's developments	12%	<div style="width: 12%;"></div>
To attend the conference	7%	<div style="width: 7%;"></div>
To know the event for future participation	5%	<div style="width: 5%;"></div>
To meet existing suppliers	7%	<div style="width: 7%;"></div>
To place an order	10%	<div style="width: 10%;"></div>
Other	3%	<div style="width: 3%;"></div>



Why you should exhibit

- Take advantage of Wind Power China as the **first and longest running wind power exhibition in China**. At the same time, **network across all renewable energy sectors** at the joint event Clean Energy Expo China.
- Position your brand in **the world's largest market for wind energy**, or find local partners for your growth strategy
- Get into business with **new, emerging Chinese manufacturers**, who control a major share of the market, but **depend on experienced suppliers** and technology from abroad.
- Meet and network with utility providers. WPC is the only wind energy event in China directly **organized by the state-run power producers and grid providers**, representing the major source of wind energy investment in China
- Hear and learn from industry leaders, policy and decision makers at our **cutting edge conference**
- Benefit from the **authoritative government representation** by the China Electricity Council, as well as **professional show management** by Koelnmesse, with an extensive international outreach through our family of global environmental events.



Exhibiting at Wind Power China 2012

What is new in 2012?

Under its new name Wind Power China, the event will be held at a new time slot in February 2012 for the first time. The new date in early spring has been carefully selected after consultation with the industry, keeping in mind the interests of various stakeholders on both sides of the value chain, including manufacturers and power producers. Together with the move into the downtown venue CIEC, Wind Power China is all geared up towards opening another successful chapter for the wind power industry in China.

Product Profile

Wind Turbines

- Small Wind Turbines
- Large Wind Turbines
- Offshore Solutions

Accessories, Equipment & Technologies

- Brakes
- Cables & cable conduits
- Control technologies
- Corrosion protection
- Crane infrastructure
- Electrotechnical components
- Elevating systems
- Foundations (incl. offshore)
- Gearbox oils
- Gears, bearings
- Generators
- Interface stations
- Lubricants
- Measurement technologies

- Rotor blades
- Security systems
- Software
- Towers
- Transformers
- Wind & water pumps

Services & Consulting

- Associations & federations
- Banks & financial services
- Certification companies
- Consultancies
- Grid connection, transformers
- Grid operators
- Installation companies
- Insurance companies
- Publications
- Research & training
- Service & maintenance

While sharing visitor resources with the co-located Clean Energy Expo China, and benefiting from the cross-sector approach of the umbrella event, Wind Power China will remain clearly focused and separated from the various clean energy sectors in other halls.



Maximize your time and investment

Exhibiting at a trade fair is a very important part in the marketing mix of any serious player in the business, and the most effective way to reach out to a large audience of industry professionals. At one single location with one single investment, you will be able to meet new clients, network with existing business partners, and position your company as an indispensable part of your industry.

Wide range of participation models to suit your needs and budget

Choose from our selection of all-inclusive shell scheme packages, or book raw space and build your own, custom-made stand.

National pavilions offer a cost effective way to explore new markets and focus on business on hand

Contact us and we will connect you with the various national associations and trade chambers organizing group participations at the event.

High-level conference

Benefit from the co-located professional conference, learn about trends, and participate in the discussion about the energy mix of the future.

Workshops and exhibitor seminars

Exhibitors have the chance to present their innovative solutions to invited guests and trade visitors. Talk to us about details!

Business matching

Several networking events onsite will enable you to mingle and interact with likeminded industry professionals, and identify new collaborations in an informal and relaxed atmosphere.

Hosted buyer program

Selected key buyers from all over China will be invited to the event for face-to-face meetings with exhibiting companies. Speak to us on how your key customers can be part of it!

Publicity

Let us know about your activities and product launches during the event, and we will help you spread the word through our extensive media and industry database.

Do your part

Actively invite your existing and potential clients to your booth, and show them how you can help them to maximize their potential.



Conference

One of the main highlights at the event each year is the high-level, professional conference, co-located with the exhibition.

The conference is boosted by the involvement of the China Electricity Council, who plays an active role in influencing renewable energy laws and regulations, as well as investment in clean energy. Join us for two days of content sharing and interactive discussions about bottlenecks, challenges, solutions and opportunities in China's fast developing market.

Our conference in 2011 attracted around 1,000 delegates and over 100 speakers over 2 days in 5 parallel seminar tracks.

Some of the speakers include representatives from the following organizations:

- China Electrotechnical Society
- National Development & Reform Commission
- China Datang Group
- Tsinghua University
- Longyuan Power Group
- Asian Development Bank
- State Grid Electric Power Research Institute
- Chinese Academy of Science
- China Machinery Industry Federation
- China Power Investment Corp.



Are you from the senior management in the renewable energy industry and would like to contribute your views at our conference? As part of our service, we also help to develop specific workshops or other events during the trade fair.

To find out how you can be a speaker, please contact:

Ms. Emma Shen Tel: +86 10 6590 7766 ext 739 e.shen@koelnmesse.cn

Conference Sponsors 2011



Wind Power China 2012



Supporting Utilities

- State Grid Corporation of China
- China Southern Power Grid
- China HuaNeng Group
- China DaTang Group
- China HuaDian Group
- China GuoDian Group
- China Power Investment Corporation
- ShenHua Group Corporation Ltd.
- China Three Gorges Project
- State Nuclear Power Technology Co., Ltd.
- China GuangDong Nuclear Power Group
- GuangDong YueDian Group Co., Ltd.
- Zhejiang Provincial Energy Group Company Ltd.

Supporters

- Independent Power Producers Forum (ippf)
- World Wind Energy Association (WWEA)

Voices from the industry

Mr. Li Ye, Director, Energy Saving and Science Equipment Department, National Energy Administration

"The 12th Five-Year-Plan has made a clear point to make drastic changes to the energy production and consumption patterns while reasonably controlling the overall energy consumption. We believe this is China's strategic directive for the local energy industry."

Mr. Liu Baohua, Director of Marketing, Regulatory Commission Department, State Electricity Regulatory Commission

"The world is facing a profound energy revolution... (and) clean energy has become a global power development hot topic... China's power industry is growing rapidly in the pursuit of structural optimization and it has achieved some success. However, due to historical, technical, economic and other reasons, the proportion of clean energy compared to the overall amount is still limited. Therefore, the future technical and market development potential of clean energy is immense."

Mr. Su Yong, Director, CEEG

"Clean Energy Expo China is a very good platform as it combines a high quality conference with an exhibition, which is great for professional visitors to meet us."

Mr. Gerrit Klanderman, Managing Director, Holland "Home of Wind Energy"

"Beijing is the place to be for renewable energy in China, because this is where the government is, which in return attracts top decision makers to come to an event like this. After all, it is not the quantity, but the quality that counts!"

Venue Map



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