

World Smart Energy Week 2015

Press Release: for immediate release (Tokyo, Japan – March 5, 2015)

World Smart Energy Week 2015 hits record breaking scale

The 2015 edition of [World Smart Energy Week](#) - the world's leading international B-to-B trade show for smart and renewable energy, concluded successfully last week in Tokyo, Japan. Throughout the 3-day show period the World Smart Energy Week served as a solid ground for professionals in various fields of smart and renewable energy to conduct business, share new trends, ideas and connections.



Growing show composed of 9 powerful exhibitions

World Smart Energy Week composed of 9 international exhibitions all specialising in different areas of smart and renewable energy: [FC EXPO](#), [PV EXPO](#), [PV SYSTEM EXPO](#), [BATTERY JAPAN](#), [INT'L SMART GRID EXPO](#), [ECO HOUSE & ECO BUILDING EXPO](#), [PROCESSING TECHNOLOGY EXPO](#), [WIND EXPO](#) and newly launched [ENERGY MARKET LIBERALISATION EXPO](#). All 9 exhibitions showcased the latest and innovative products, technologies and services from across Japan and the world, altogether gathering 1,513 exhibitors from 28 countries/regions. The show scale expanded even further this year, adding more than 2000 square meters to the overall exhibit space from the previous edition. World Smart Energy Week has now grown to reach the maximum capacity of the show venue [Tokyo Big Sight](#). Takeshi Tanka, Show Director of World Smart Energy Week revealed that they may have to book spaces in neighbouring facilities to manage the growing show but promises to organise the show to their best ability to maintain the participants' level of satisfaction.

The list and details of this year's exhibitors can be viewed online at <http://www.wsew.jp/en/directory/> and the layout of the show at <http://www.wsew.jp/en/doc/floorplan/>.

New Exhibition to aid Deregulation of Electricity Retailing in Japan

[ENERGY MARKET LIBERALISATION EXPO](#) was a new exhibition launched at this year's show in preparation for the deregulation of the electricity retail market set to begin in 2016.

Technologies and services to aid electricity retailing business were showcased by various firms such as *IBM*, *GE ENERGY*, *HITACHI SYSTEMS POWER SERVICES*, *ENERES*, *EPCO*, *WARTISILA* etc. With the growing attention towards the new market, ENERGY MARKET LIBERALISATION EXPO is expected to expand further in 2016.

World-class Technical Conference Sessions

A [Keynote Session for ENERGY MARKET LIBERALISATION EXPO](#) was held in parallel to the new exhibition led by TOKYO ELECTRIC POWER, TOKYO GAS, ENNET and ENERES revealing each of their business strategies. As though to reflect the growing interest of professionals towards these new business opportunities, among all the Keynote Sessions held during the show, this session attracted the most attendees followed by the [BATTERY JAPAN Keynote Session](#) and the [INT'L SMART GRID EXPO Keynote Session](#).

Including such keynote sessions, 197 conference sessions were held by speakers from world-renowned firms and organisations across the 9 energy sectors covered by World Smart Energy Week such as *Ministry of Economy, Trade and Industry (METI), Siemens, U.S. Department of Energy (DOE), Electric Power Development, Toyota Motor, Iwatani, JX Nippon Oil & Energy, BSW Solar (German Solar Industry Association), IBC SOLAR, China Photovoltaic Industry Association (CPIA), Trina Solar, Honda, BMW, Advanced Collaborative Research Organization for Smart Society (ACROSS), Chubu Electric Power, Hitachi, Toshiba, LIXIL, TOTO* etc. and many more.

In total, the Technical Conference attracted 19,205 attendees, exceeding last year's figures by 35%. For the conference program: <http://www.wsew.jp/en/seminar/>

Business Hub for Top Industry Leaders

Each year, the show is attended by an increasing number of industry professionals seeking to find new business and build connections with one another within and across related energy sectors. This year, 71,665 professional visitors attended the show, 5,000 up from the previous edition.

Representing the visitors, 58 leaders from top industry firms, organisations, associations as well as government officials and ambassadors from Japan and overseas joined the ribbon-cutting ceremony to support the opening of the show.

For the list of ribbon-cutting dignitaries: http://www.smartgridexpo.jp/en/ribbon_cutting/.

The opening speech was made by **Takayuki Ueda, Commissioner, Agency for Natural Resources and Energy** of the **MINISTRY OF ECONOMY, TRADE AND INDUSTRY (METI)** of Japan.

"In recent years there is an increasing desire in Japan for a more diversified energy environment and a full liberalisation of the electricity retail market. We will continue to improve the environment to meet such a rising demand. World Smart Energy Week is an indispensable platform for finding solutions and creating new business. We will support it in every possible way."

Importance of Sharing and Collaboration addressed

To support the networking between show participants, reception parties were held during the first day. A toast for the Executive's party for World Smart Energy Week held during the lunch hours of the first day were delivered by **Richard Schomberg, VP Smart Energy Standards of EDF GROUP** who addressed the challenges of the world's energy demands and importance for a platform for industry professionals to collaborate.

"The world energy demand is climbing, and innovation must be fostered to keep up limiting greenhouse-gas emissions and promoting sustainability in cities with rapid growth. Customers have now higher expectations of resiliency, lower cost, and a growing demand for new services secured and respecting privacy. Smart Energy requires more than ever the systemic engagement of many different stakeholders....This event is a cluster of exhibitions and conferences addressing the burning questions. It provides a unique opportunity to discover what others are doing, to network, and to trigger collaboration ideas." (Excerpt from the toast speech)

Markus Tacke, Chief Executive Officer, Wind Power and Renewables of **Siemens** proposed a toast at the VIP reception party for WIND EXPO.

"We all know that our industry faces challenges. But we also know that there are great opportunities in our business, and that we play an important role in helping the world to address its energy challenges. This is a responsibility I take very seriously – and I know that we all share a strong commitment to our

cause. The world is looking to us for leadership and for answers, and we have a responsibility to deliver. And events like this help us to do that.

I'm also very pleased to see such a positive spirit of cooperation and good-will amongst all of those attending WIND EXPO 2015. We may be competitors in some respects, but we are also friends, allies and partners. Tonight is an evening to celebrate this friendship. Please join me in a toast to WIND EXPO 2015 and to our industry" (Excerpt from the toast speech)

World Smart Energy Week held twice a year in Japan

World Smart Energy Week will continue to provide a platform for industry professionals to collaborate, share ideas and build connections for the future of smart and renewable energy business.

The next edition of the World Smart Energy Week will be held at [INTEX Osaka](#) in Western Japan from September 2-4, 2015 providing an additional platform for industry professionals to conduct business in the Japanese market.

The Osaka edition will focus more on the western Japan market and delegated will be mainly from the western regions of Japan. The show will be composed of 5 exhibitions: [PV EXPO OSAKA](#), [PV SYSTEM OSAKA](#), [BATTERY OSAKA](#), [INT'L SMART GRID EXPO OSAKA](#) and [ENERGY MARKET LIBERALISATION EXPO OSAKA](#). As with the Tokyo edition, an exhibition to aid electricity retailing business will be launched and the overall scale of the show is expected to expand by 1.5 folds from the previous edition.

The 2016 Tokyo edition of World Smart Energy Week will be held from March 2-4, 2016 at Tokyo Big Sight Japan. The majority of the current exhibit space on sale for the 2016 show has already been reserved and spaces are expected to sell out fast. Exhibitors are urged to contact Show Management to secure a space in advance at wsew@reedexpo.co.jp.

For further information visit the official show website at <http://www.wsew.jp/en/>.

For Press Inquiries:

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Notes to editors:

Show Outline:

Title: World Smart Energy Week 2015

Dates: February 25 – 27, 2015

Time: 10:00 – 18:00 (10:00 – 17:00 on February 27, 2015)

Venue: Tokyo Big Sight (Tokyo International Exhibition Centre), Japan

Organised by: Reed Exhibitions Japan Ltd.

Website: <http://www.wsew.jp/en/>

Exhibiting inquires: wsew@reedexpo.co.jp

Visiting inquiries: visitor-eng.wsew@reedexpo.co.jp

Press inquiries: pr-eng.wsew@reedexpo.co.jp

Shows held within World Smart Energy Week 2015:

FC EXPO 2015 - 11th Int'l Hydrogen & Fuel Cell Expo <http://www.fcexpo.jp/en/>

PV EXPO 2015 - 8th Int'l Photovoltaic Power Generation Expo <http://www.pvexpo.jp/en/>

PV SYSTEM EXPO - 6th Int'l Photovoltaic Power Generation System Expo <http://www.pvs-expo.jp/en/>

BATTERY JAPAN - 6th Int'l Rechargeable Battery Expo <http://www.batteryjapan.jp/en/>

6th PROCESSING TECHNOLOGY EXPO <http://www.ptexpo.jp/en/>

5th INT'L SMART GRID EXPO <http://www.smartgridexpo.jp/en/>

5th ECO HOUSE & ECO BUILDING EXPO <http://www.ecohouseexpo.jp/en/>

WIND EXPO 2015 – 3rd Int'l Wind Energy Expo & Conference <http://www.windexpo.jp/en/>

2nd ENERGY MARKET LIBERALISATION EXPO <http://www.e-jiyuka.jp/en/>

What is World Smart Energy Week?

The world's leading comprehensive B-to-B trade show for smart & renewable energy. The show is composed of 9 specialised exhibitions gathering all kinds of technologies and products related to smart grid, rechargeable batteries, hydrogen & fuel cells, solar cell/modules, wind energy, electricity retailing, processing technologies and applications. Established as the key industry event of the year, professionals from all over Japan and the world utilise the show to conduct serious business, share ideas and build new connections. <http://www.wsew.jp/en/>

What is Reed Exhibitions Japan Ltd.?

Reed Exhibitions Japan Ltd. was founded in 1986 as a member of the world's leading exhibition organiser - Reed Exhibitions.

Through continually striving to create trade exhibitions that generate business for the exhibitors and visitors alike, the company has in 2003 become the largest trade show organiser in Japan.

In 2015, 123 trade shows across 25 industry sectors are to be held.

By organising successful international exhibitions, the company is fully committed to promoting the trade between Japan and the world. <http://www.reedexpo.co.jp/en/>