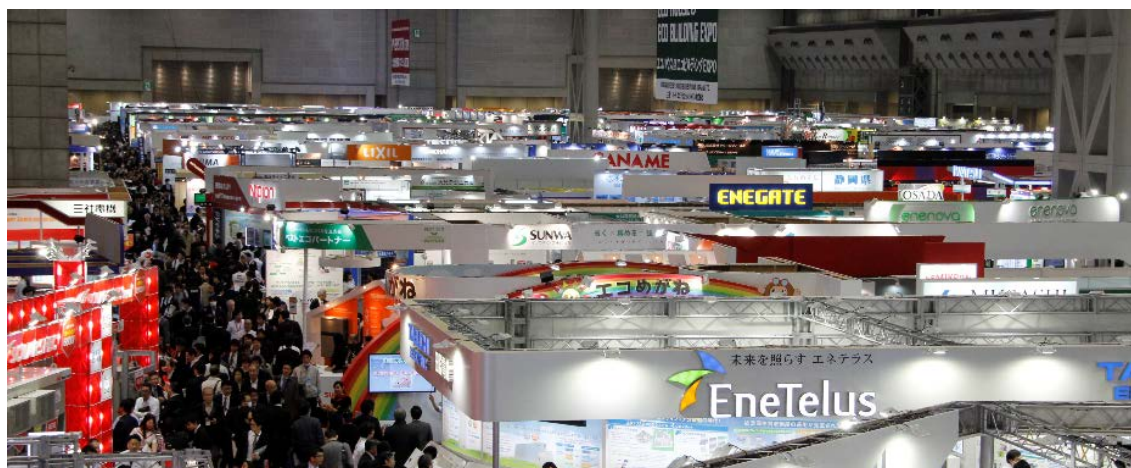


# World Smart Energy Week 2016

World Smart Energy Week 2016 Opening Next Month in Japan

## Best Platform for Smart & Renewable Energy Business

Press release for immediate release (Feb. 4, 2016 – Tokyo, Japan) - [Reed Exhibitions Japan](#) will be holding the 12<sup>th</sup> installment of Japan's largest show for smart and renewable energy - [World Smart Energy Week 2016](#) next month from March 2-4 at [Tokyo Big Sight](#), Japan.



Composed of [9 exhibitions](#) ([PV EXPO](#), [PV SYSTEM EXPO](#), [FC EXPO](#), [BATTERY JAPAN](#), [WIND EXPO](#), [INT'L SMART GRID EXPO](#), [ENERGY MARKET LIBERALISATION EXPO](#), [ECO HOUSE & ECO BUILDING EXPO](#) and [INT'L BIOMASS EXPO](#)) and [227 conference sessions](#), this comprehensive business event is expected to bring together **80,000 professionals** and **21,000 conference attendees** from across Japan and the world.

The show will commence with a ribbon-cutting ceremony inviting over 45 renowned experts from Japan and overseas as [dignitaries](#), followed by the [World Smart Energy Week Keynote Session](#) led by the [Ministry of Economy, Trade and Industry \(METI\)](#) to discuss "[Current Situation and Issues in Renewable Energy & Energy Conservation Policies](#)" and the [U.S. Department of Energy \(DOE\)](#) to hold a talk on "[Clean Energy Revolution Now: Innovating to Accelerate a Low Carbon Future](#)". Details of all the Keynotes and Technical sessions can be searched on the [Conference Program](#).

At the exhibitions a total of 1,430 exhibitors will be showcasing the latest products, technologies and solutions from various areas of smart and renewable energy business. Below is a summary of what to expect this year.

### Electricity Retail Business on the Rise

Much attention will be drawn towards the exhibits related to electricity retail business with the deregulation of the energy market starting April this year. [ENERGY MARKET LIBERALISATION EXPO](#) will gather various tools, applications and services to promote sales for both existing and new-comers to the electricity retail business. The latest business strategies of the major gas, electricity companies, consultation firms, new-comers and players from overseas will be shared at the concurrently held [conference](#). At the [ENERGY MARKET LIBERALISATION EXPO Keynote Session](#) the key players of both Eastern and Western Japan - [Tokyo Gas](#) and [The Kansai Electric Power](#) will be sharing their thoughts.

### Growth of Biomass Power Generation

A major highlight this year will be the launch of [INT'L BIOMASS EXPO](#). Biomass power generation market in Japan is expected to grow and the latest pelletising technologies, logistic services, fuel products and other related services to support the business will be on show for local governments, plants and institutions to explore and compare. The leaders from the field will discuss visions for the development of the business at the [INT'L BIOMASS EXPO Keynote Session](#).

### Solar Business Looking Bright

After the expansion of PV cell and module installations influenced by the generous Feed-In-Tariff, the business for solar in Japan is now shifting towards innovative technologies and solutions such as efficient manufacturing processes and cost reduction. Such products and technologies will be highlighted at [PV EXPO](#) as well as cells and modules of leading firms from both Japan and the

world. Japanese firms such as **PANASONIC, SHARP, XSOL** etc. will be showcasing their “Total Energy Solutions”. Major firms from overseas will also continue to exhibit such as **TRINA SOLAR, YINGLI GREEN ENERGY, CANADIAN SOLAR, HANWHA Q CELLS, JINKO SOLAR, JA SOLAR**, etc. Operation and Maintenance (O&M) for PV systems will be a major theme at [PV SYSTEM EXPO](#) and the update of the latest trends and outlook of the business will be discussed at the [PV EXPO Keynote Session](#) by **METI, PANASONIC** and **U.S. Department of Energy**.

## Growth Returns to Japan’s Wind Energy

Increasing number of wind farm projects in Japan which has passed the 3-year environment assessment is now ready for business. As cabling and infrastructure between the capital and the northern region of Japan have also been installed, potential for wind energy is expected to grow. Various wind turbines, components, devices, O&M related services etc. will be exhibited at [WIND EXPO](#) to aid the expansion of the business. Being the largest wind energy show in Japan, it will be the perfect venue to negotiate and network with key players of the business. Future perspectives of the business will be shared by **ENERCON, SENVIION, GOLDWIND SCIENCE & TECHNOLOGY**, and **GAMESA** at the [WIND EXPO Special Session](#). Strategies and prospects will also be discussed by major players in Japan - **METI, Municipal National Council for Wind Power Promotion, Marubeni Corp.** and **MHI Vestas Offshore Wind** at the [WIND EXPO Keynote Session](#).

## Advancing Battery Needs and Technologies

With the advancements of applications for electric vehicles, drones and robots, the R&D for next-generation batteries are accelerating. The latest systems for such batteries and capacitors will be highlighted at [BATTERY JAPAN](#). A new featured exhibit zone for “**Battery Management Systems (BMS)**” will also be launched this year where BMS for the enhancement of safety, longer life and power efficiency of batteries will be showcased. As the world’s largest renewable battery show, BATTERY JAPAN will be the best platform to seek the latest technologies and trends from experts across Japan and the world. Topics to be featured at the exhibition and the [conference](#) will be LIB, capacitors, electric vehicles, stationary battery, security measures, etc. At the [BATTERY JAPAN Keynote Session](#) “*The latest trends of EV and battery storage technologies towards a low carbon society*” will be discussed by **NISSAN MOTORS, LG CHEM** and **TESLA MOTORS JAPAN**.

## Hydrogen Society Infrastructure

For the ongoing commercialisation of Fuel Cell Electric Vehicles (FCEVs) and development of its infrastructure, hydrogen stations, storage tanks, sensing devices, dispensers and component technologies will be highlighted at [FC EXPO](#). The latest FCEV models from Japan such as **Toyota’s MIRAI** will be available for test drive sessions arranged by [THE RESEARCH ASSOCIATION OF HYDROGEN SUPPLY/UTILIZATION TECHNOLOGY \(HySUT\)](#). Being the largest show of its kind in the world, the show will also feature the latest and high quality materials, components, devices and technologies for hydrogen and fuel cells. To share the strategies and prospects towards a hydrogen society, **METI, U.S. DEPARTMENT OF ENERGY, HONDA MOTORS** and **KAWASAKI HEAVY INDUSTRIES** will be holding the [FC EXPO Keynote Session](#).

## IoT technologies in Smart Communities

As IoT technologies advance, the latest ICT services, sensor technologies for wireless networks for Home Energy Management Systems (HEMS) and Building Management Systems (BEMS) will be major highlights at [INT’L SMART GRID EXPO](#). Major players in the field such as **TOSHIBA, MITSUBISHI ELECTRIC, MITSUBISHI HEAVY INDUSTRIES, FUJI ELECTRIC**, etc. will be exhibiting their latest technologies and solutions. At the [conference](#), **TOKYO ELECTRIC POWER, MITSUBISHI ELECTRIC, SUMITOMO ELECTRIC INDUSTRIES, TOSHIBA, HITACHI**, etc. will be updating the visions of a smart grid society, latest technologies for a stable power system and developments of smart cities in Japan. The latest quality materials and technologies for smart homes and buildings will be showcased at the concurrently held [ECO HOUSE & ECO BUILDING EXPO](#).

For further details of the exhibitors and exhibits, browse the [Exhibitor Directory](#).

## Visit with a Free Exhibition Ticket

World Smart Energy Week 2016 will be open to all smart and renewable energy related professionals. Exhibition Tickets can be obtained free by [online registration](#). Visiting tips and show highlights can be searched on the [Visitor’s Guide](#).

For further details visit the official show [websites](#) or contact Show Management directly: [visitor-eng.wsew@reedexpo.co.jp](mailto:visitor-eng.wsew@reedexpo.co.jp).

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