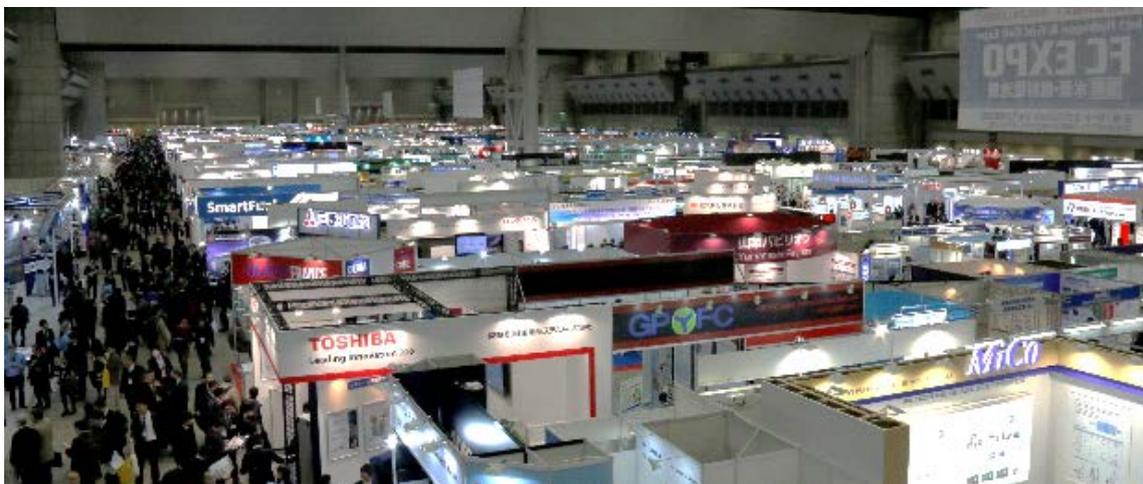


Japan's largest smart energy show **WORLD SMART ENERGY WEEK 2016** enriches business for the energy industry

March 10, 2016 (Tokyo, Japan) – [Reed Exhibitions Japan](#) held [World Smart Energy Week 2016](#) last week in Tokyo. The show is the largest of its kind in Japan, serving as a must attend event for professionals involved in renewable and smart energy business to seek the latest technologies, services and products. [1,430 exhibitors](#), [63,423 visitors](#) and [14,252 conference attendees](#) filled the show ground over the 3-day show period (March 2-4, 2016).



[Comprehensive show for smart energy business](#)

This year's edition showcased an even wider variety of exhibits ranging from solar, wind energy, hydrogen and fuel cells, energy storage, smart grid, green building, biomass power generation, to electricity retail business. The doors to the [9 exhibitions](#) and [227 conference sessions](#) covering these fields were opened after a grand ribbon-cut ceremony attended by [56 industry executives](#) as ribbon-cut dignitaries from across Japan and the world.

The opening remark was delivered by the organiser **Tad Ishizumi, President, Reed Exhibitions Japan:**

"Since its start in 2005, World Smart Energy Week has grown into a cluster of world class exhibitions. With INT'L BIOMASS EXPO being added this year, we have a total of 1,430 exhibitors from 31 countries. The show is now one of the world's largest smart energy fair. Exhibitions are globally recognized for the economic effects they create. I believe World Smart Energy Week is a good example of this. Through enriching the event, we strongly hope to contribute to the growth of the energy industry."

[Latest trends, national and international policies announced](#)

The show kicked off with a [Keynote Session](#) led by the **Ministry of Economy, Trade and Industry (METI)** of Japan and the **U.S. Department of Energy (DOE)** where the current situation and future strategies for energy policies in Japan and the U.S. were shared.

A reception followed after the Keynote gathering 765 executives from the energy industry to network, including the ribbon-cut dignitaries, keynote and conference speakers, leaders from exhibiting and visiting firms and organisations.

Representing the participating executives, **Yasuhiro Matsuyama, Director, New and Renewable Energy Division, Ministry of Economy, Trade and Industry (METI)** gave an opening remark: *"As you know, we have made our energy mix policy last year. We are expecting smart energy to cover 22-24% of the entire energy by 2030. By restructuring the electricity system and promoting the energy to be used broadly, we will improve the environment and accelerate renewable energy throughout Japan. World Smart Energy Week is a great opportunity to solve our problems and generate new business. We Department of Energy will support from several aspects to develop renewable energy and accelerate the construction of new energy system."*

A toast was also delivered by **Xiangping Ruan, Minister-Counsellor, EMBASSY OF THE PEOPLE'S REPUBLIC OF CHINA:**

"It is my honor to invited to deliver a toast at this mega event. From China, 150 companies exhibit this year. We consider this event to be the best opportunity to expand new business in the renewable energy field. It is also an indispensable venue for Chinese engineers to find and compare the latest products at once. We China Embassy will fully support this event, and I am happy to network with everybody here."

[Services and solutions for Electricity Market Liberalisation](#)

With Japan's liberalisation of the electricity retail market just around the corner from April, exhibits and conference sessions related to the topic was one of the major highlights throughout the show. The [ENERGY MARKET LIBERALISATION EXPO Keynote Session](#) was the most attended session at the conference where the major gas company of Japan's capital, **Tokyo Gas** shared the detailed strategies for total energy business and services they will be providing as a new entrant to the market. The major electric power company already a monopoly of western Japan, **The Kansai Electric Power** also introduced their challenges and new services such as plans to target residential customers. There was a big crowd at [ENERGY MARKET LIBERALISATION EXPO](#) where entrants of the market were able to compare various IT solutions, services, package deals to utilise in their new retail business.

[Biomass power generation to expand in Japan](#)

Since 2005, World Smart Energy Week has provided the best platform to seek wide range of quality technologies and products from both Japan and the world. Under one roof many sectors of the energy business is showcased by world-class exhibitions such as; [FC EXPO](#) – the world's largest show for hydrogen and fuel cell, [PV EXPO](#) and [PV SYSETM EXPO](#) – Japan's largest show for the PV industry, [BATTERY JAPAN](#) – the world's largest show for rechargeable battery, [INT'L SMART GRID EXPO](#), Japan's largest show for smart grid, [WIND EXPO](#) – Japan's largest show for wind energy.

As mentioned in the opening remarks of the ribbon-cut ceremony, [INT'L BIOMASS EXPO](#) was newly launched at this year's show. The biomass power generation market in Japan is expected to grow with the influence of the liberalisation of the electricity retail market playing a part as well. Local governments across Japan are to expand the business of production and consumption of energy utilising local resources. The latest pelletising technologies, logistic services, fuel products and other related support services showcased at this new exhibition were explored by local governments, plants, institutions and media to catch the latest trends.

The list of all the exhibitors and details of the exhibits can be found on the [Exhibitor Directory](#).

[THERMAL POWER EXPO joining the show next year](#)

At the next edition of World Smart Energy Week in 2017, a new exhibition for advanced thermal power generation technologies will be added to the show line-up.

Recently, efficient and eco-friendly ways to generate thermal energy have been grabbing the attention of the energy industry. To provide a platform for professionals to seek engineering technologies and components to build, maintain and operate such thermal power plants [THERMAL POWER EXPO \(1st Next-generation Thermal Power Generation Expo\)](#) will be launched with the support of the [Thermal and Nuclear Power Engineering Society \(TENPES\)](#) as the co-organiser with Reed Exhibitions Japan.

For further details, visit the official website <http://www.thermal-power.jp/en/>.

[Bloom of wind energy business to accelerate next year](#)

[WIND EXPO](#) will continue to be held as Japan's largest wind energy show at the upcoming show in 2017 but the next edition will be held with the official support of [Japan Wind Power Association \(JWPA\)](#) as the co-organiser.

In preparation for the expansion of Japan's market potential, the show is looking to attract greater number of technologies and products to exhibit with the cooperation with member firms of the association. Many of the existing firms have already reserved to expand their booth size and Japanese and international firms who have not yet exhibited at WIND EXPO have also booked their exhibiting space. A specialised seminar for Offshore Wind Turbines will also be held within the exhibition hall to boost opportunities for wind energy professionals to share and build relations to support the growth of this booming area.

[20% growth expected at World Smart Energy Week 2017](#)

With the expansion of the show with growing potential for wind energy and the addition of THERMAL POWER EXPO, the show is expected to increase in scale by a further 20%.

The extension of an additional hall space at [Tokyo Big Sight](#), expected to be completed this autumn comes at a perfect time for World Smart Energy Week 2017.

World Smart Energy Week will continue to serve as Japan's largest comprehensive platform, contributing to further developments of smart and renewable energy business.

The upcoming edition of the show will be held from September 7-9, 2016 at [INTEX Osaka](#) as [World Smart Energy Week Osaka 2016](#).

The Tokyo edition will be held next year from March 1-3, 2017 again at [Tokyo Big Sight](#).

For more information visit the official show website <http://www.wsew.jp/en/> or contact Show Management wsew@reedexpo.co.jp.

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Notes to editors:

Show Outline:

Title: World Smart Energy Week 2016
Dates: March 2 – 24, 2016
Venue: Tokyo Big Sight (Tokyo International Exhibition Center), 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 2016:

FC EXPO 2016 - 12th Int'l Hydrogen & Fuel Cell Expo <http://www.fcexpo.jp/en/>
PV EXPO 2016 - 9th Int'l Photovoltaic Power Generation Expo <http://www.pvexpo.jp/en/>
PV SYSTEM EXPO 2016 - 7th Int'l Photovoltaic Power Generation System Expo <http://www.pvs-expo.jp/en/>
BATTERY JAPAN 2016 - 7th Int'l Rechargeable Battery Expo <http://www.batteryjapan.jp/en/>
6th INT'L SMART GRID EXPO <http://www.smartgridexpo.jp/en/>
6th ECO HOUSE & ECO BUILDING EXPO <http://www.ecohouseexpo.jp/en/>
WIND EXPO 2016 – 4th Int'l Wind Energy Expo & Conference <http://www.windexpo.jp/en/>
ENERGY LIBERALISATION JAPAN 2016 – 2nd Energy Market Liberalisation Expo <http://www.e-jiyuka.jp/en/>
1st INT'L BIOMASS EXPO <http://www.bm-expo.jp/en/>

What is World Smart Energy Week?

Japan's largest comprehensive show for smart & renewable energy business. 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 and biomass power generation. Established as the key industry event held twice a year in Tokyo and Osaka, professionals from all over Japan and the world utilise the show to conduct serious business, share ideas and build new relations. <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 2016, 142 trade shows across 40 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/>

Figures in this press release:

The number of exhibitors and the number of exhibiting countries are undergoing an official count involving a third party (Japan Exhibition Certification Council (JECC)) and may be altered at a later date. The finalised figures is expected to be announced around March 18, 2016