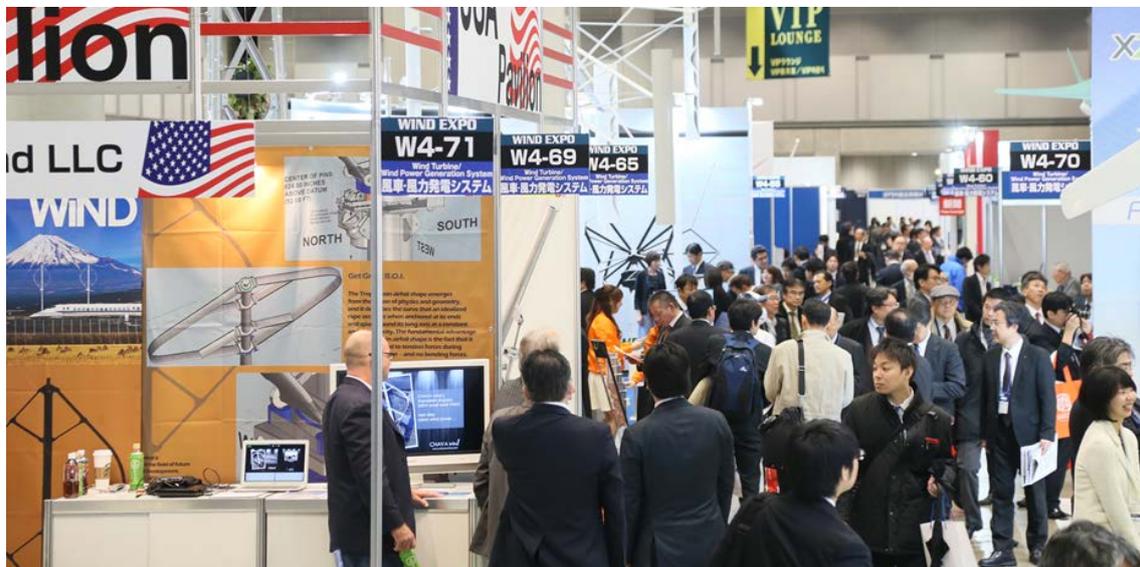


4th Int'l Wind Energy Expo & Conference **WIND EXPO 2016**

Amplified business opportunities in Japan and Asia through WIND EXPO

Press release: for immediate release (Tokyo, Japan – April 6, 2015)

Reed Exhibitions Japan held the third edition of WIND EXPO (Japan's largest international trade show for the wind energy industry) at the end of February in Tokyo, gathering industry professionals from across Japan, Asia and the world. With a number of government approved projects for onshore and offshore wind farms starting next year and the line-up of confirming projects are building up, the wind energy market in Japan is to gain momentum in the coming years. As though to portray this, the atmosphere and energy at this year's WIND EXPO was very positive.



Platform to negotiate, network and share ideas

WIND EXPO has established to become the best gateway to conduct business in the Japanese wind energy market and this year continued to serve that purpose altogether gathering 143 exhibitors and 71,665 professional visitors (including visitors from concurrent shows).

From wind turbines, components, equipment, exhibits related to transport, constructions, IT services...a wide range of products and technologies were showcased by various organisations and associations at the exhibition. Exhibitors from overseas included firms such as **SIEMENS, ENERCON, SENVION, XZERUS, BERGEY WIND POWER, CHAVA ENERGY, TUV RHEINLAND, MITA-TEKNIK, SSP TECHNOLOGY, HYTORC** etc. In addition to individual exhibitors, USA, Denmark, Holland and Korea participated as national pavilions showcasing products and technologies unique to their countries.

From Japan, **HITACHI, FUKUSHIMA OFF SHORE WIND CONSORTIUM, ZEPHYR, THE JAPAN STEEL WORKS, KOMAI HALTEC, OLYMPUS, FUJIKURA, JFE MECHANICAL, EOS ENGINEERING AND SERVICE, FUJI DENKO, CHUGOKU MARINE PAINTS** etc. exhibited.

As WIND EXPO is held within World Smart Energy Week, a group of 9 international exhibitions all specialising in different sectors of renewable and smart energy such as smart grid, solar, energy storage etc. the exhibitors were able to interact and negotiate business with a vast range of professionals both from the wind energy sector as well as related sectors.



Due to the geographic, climate and tendencies for natural disasters such as earthquakes and typhoons to occur in Japan, offshore wind and operation and maintenance are key areas to be covered. To aid business in these areas, WIND EXPO launched special featured exhibit zones for offshore wind and O&M. These zones will continue to be featured in coming editions of the show and are expected to expand.

For the full list of exhibitors: <http://www.windexpo.jp/en/exhibitor/>

To view the floor plan: <http://www.wsew.jp/en/doc/floorplan/>.

Best platform share key information and network

Concurrently held conference and networking events provided opportunities for show participants to catch the latest technology, market trends and for industry players to amplify business connections.

The conference was organised by Reed Exhibition in collaboration with an advisory committee led by the chairman **Izumi Ushiyama, President of ASHI-KAGA INSTITUTE OF TECHNOLOGY** and top leaders from **EURUS ENERGY, ELECTRIC POWER DEVELOPMENT, HITACHI, THE JAPAN STEELWORKS, GE POWER & WATER** and **SIEMENS** <http://www.windexpo.jp/en/seminar/committee/>.

The session that attracted the most attendees was the Keynote Session. Under the topic "Key Players' Strategies and Perspectives on Wind Power Generation" **Markus Tacke, Chief Executive Officer, Wind Power and Renewables of Siemens** delivering a talk on wind power solutions titled "Wind Power - Contributing to a Stronger Future" and from Japan's point of view **Yasuhiro Matsuyama, Director, New and Renewable Energy Div., Agency for Natural Resources and Energy of the Ministry of Economy, Trade and Industry (METI)** discussed "Japan's Current Status & Issues in Renewable Energy and the Future of Wind Power" and **Kuniharu Takemata, Member of the Board, Executive Managing Officer, Electric Power Development** held a talk on "Future Prospects and Approaches in Wind Power Generation"

Among the other sessions the most popular topics were "Floating offshore wind turbines", "Failure cases and countermeasures" and "Offshore wind turbine construction".



During the lunch hour of the first day and in the evening, reception parties were held to aid various decision makers, policy makers, politicians and other executive leaders of both the wind and other renewable energy sectors to network. The reception in the evening was held especially for wind energy industry professionals and executives from both Japan and overseas gathered including the conference advisory committee and major overseas developers and wind turbine manufacturers such as **MHI VESTAS OFFSHORE WIND, SENVIION, ALSTOM, ENERCON, EDPR RENEWABLES,** and **DONG ENERGY.**



Remarks were delivered by **Izumi Ushiyama, President, ASHIKAGA INSTITUTE OF TECHNOLOGY:**

“As you know, big changes are under way in Japan’s energy policy, with renewables rapidly gaining importance. Wind power in particular is at the forefront because of its huge potential and low cost. Since the introduction of FIT in Japan, the acceleration of grid implementation and environmental assessment procedures is in progress. Under this circumstance, WIND EXPO will surely continue to gain worldwide attention, as an important industry event.”

The toast was made by **Markus Tacke, Chief Executive Officer, Wind Power and Renewables of Siemens:**

“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”

“Here, we start to feel action”

Since the launch in 2012, the year when the new Feed-in-Tariff scheme for wind energy was introduced in Japan, WIND EXPO has continued to provide a platform for wind energy industry professionals to conduct business.

To view scenes from the show, comments of key industry players who participated, the outline and figures, an online show video is now available: http://www.windexpo.jp/en/pr_pv/

Below are some comments which were not featured on the video:

“It’s grown to be the leading industry show in the country in just 2 years. We expect to meet every one of relevance in the industry. Here we meet all our customers, also political, discussion partners, we learn a lot from the conferences and the Keynote speeches.” **Bernhard Mueller, Head of Wind Power Onshore APAC, Wind Power Asia Pacific SIEMENS**

“We made a lot of contacts. We actually met a lot of players from the value chain such as suppliers, the suppliers of suppliers, legal consultants, developers, utilities...also some politicians so this is really a good opportunity to get a bit more information of the market.” **Matthias Bausenwein, Head of Market Development, DONG ENERGY WIND POWER**

“Its important for us globally as a business to identify markets that are worthwhile to invest in that have good stable policies and good incentives that will drive the generation of new renewable energy in that market and Japan is one of those markets” **Chris Judd, CEO & Managing Director, SENVION AUSTRALIA**

“I will be coming back to the show for sure. Actually I think its going to be one of the must visit to follow up the Japanese market.” **Alex Berenger, Senior Business Development Manager, EDPR**

“I am very impressed by the many exhibitors. I didn’t expect so many and such a variety from so many countries.” **Comment from overseas visitor**

“The show is getting increasingly exciting. Essentially because there’s an increasingly larger participation of foreign guests. We’ve start to feel a dynamic. As the exchanges become more and more concrete. It is no longer exchanges that are based on pure demonstrating what you can do, its getting more concrete. The discussions are starting to lead to real business relationships, business partners and as business. So that is quite exciting. A lot of exhibitions are more to display things, here we start to feel action and that is quite interesting.” **Comment from overseas exhibitor**

Gateway to Japan and Asia

With the promising growth of the Japanese market in coming years and as increasing number and variety of participants continue to join the show, WIND EXPO will expand to be the leading gateway into the Japanese and Asian markets.

The next edition of WIND EXPO will be held from March 2-4, 2016 at Tokyo Big Sight Japan and is expecting 200 exhibitors. Special discounts for exhibition booths are available until May 31, 2015 but spaces are selling out fast. Exhibitors interested in booking a booth or considering additional booth space are urged to contact the sales team Email: wind@reedexpo.co.jp, Tel: +81-3 3349 8519 (Attention: Mitsuru TAKAZAWA, Nina XIANG, Seungjoon BAEK).

For more information visit the official show website: <http://www.windexpo.jp/en/>

For inquiries:

WIND EXPO Show Management/Reed Exhibitions Japan Ltd.
TEL: +81-3 3349 8519 Email: pr-eng.wsew@reedexpo.co.jp (Attention: Ena MASUI)

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Notes to editors:

What is WIND EXPO:

Japan's largest exhibition & conference specialised in wind energy. Combining cutting-edge products/technologies, services, market trends, idea, etc., all about wind energy will gather in one place. Held together with 7 other smart/renewable energy exhibitions inside World Smart Energy Week, WIND EXPO attracts key industrial professionals and is a the solid gateway into the Japanese and Asian markets. <http://www.windexpo.jp/en/>

Show outline:

Title: WIND EXPO 2016 – 4th Int’l Wind Energy Expo & Conference

Dates: March 2-4, 2016

Time: 10:00 – 18:00 (10:00 – 17:00 on March 4, 2016)

Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

What is World Smart Energy Week:

A group of the world’s leading B-to-B trade shows covering a wide range of smart/renewable energy.

From power generation, energy storage, energy distribution to smart/renewable energy related applications and technologies...the show will offer infinite business opportunities, solutions and connections with industry professionals from all over Japan and the world.

<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/>