



# POST SHOW REPORT

## 6<sup>th</sup> International Congress & Exhibition Energy Efficiency & Renewable Energy Sources for South-East Europe

14-16 April 2010, Sofia, Bulgaria

Strategic Partner - Germany

Under the Auspices of:



Ministry of Economy,  
Energy and Tourism



Ministry of Environment  
and Water

Ministry of Transport, Information  
Technology and Communications



Energy  
Efficiency  
Agency



Sofia  
Municipality



## International Eco Forum

## Water & Waste Management, Recycling, Energy Efficiency

3-5 June 2010, Sofia, Bulgaria

Focus-Country: the Netherlands



Under the Auspices of:



Ministry of Environment  
and Water



Energy  
Efficiency  
Agency



NWMP  
• Netherlands • Waste •  
• Management • Partnership •



Netherlands  
WaterPartnership



Global Water  
Partnership  
Central and Eastern Europe  
Bulgaria Water Partnership

Organizer:



[www.viaexpo.com](http://www.viaexpo.com)

### NEXT EVENTS:

13-15 April, 2011  
IEC, Sofia





*Across the world, be it in the US, In China, in Europe or in South America, the eyes of businesses, citizens and investors have been opened to the opportunities that green growth and clean technologies represent. For this reason it is all the more important that we in Europe also continue along this road - our future competitiveness and our welfare in the next decade quite simply depend on it.*



**Connie HEDEGAARD**  
EU Commissioner for Climate Action

The Forum incorporated Congress, b2b Exhibition, networking with high level industry representatives, matchmaking session, parallel workshops and exhibitors seminars. More than 40 media partners promoted the event - an EE & RES showcase for the development of the Region. Business leaders, investors, technology innovators, government officials and media representatives gathered to discuss the finance, policy and market challenges South-East Europe faces in 2010. Germany was again the strategic partner of the event.

## CONGRESS

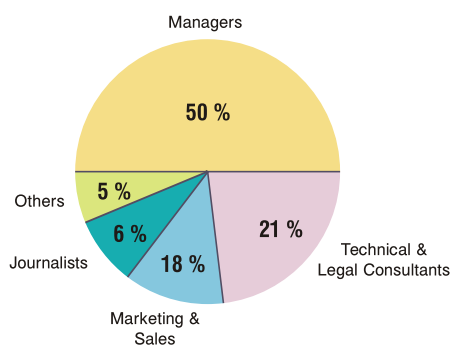
### Speakers

- During the 3 days of the Congress presentations were made by 54 speakers from Austria, Belgium, Bosnia & Herzegovina, Bulgaria, Czech Republic, Denmark, Germany, Greece, Hungary, Italy, Luxemburg, Poland, Serbia, Spain, Sweden, Switzerland, the Netherlands and Turkey.

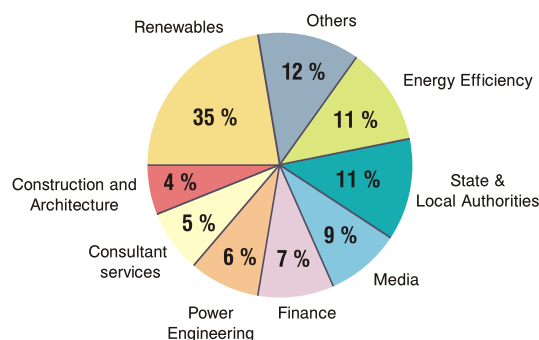
### Attendees

- The forum was attended by industry specialists from 34 countries: Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, FYROMacedonia, Germany, Greece, Hungary, India, Italy, Israel, Ireland, Luxemburg, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovenia, Spain, Sweden, Switzerland, the Netherlands, Turkey, UK, Ukraine and the USA

**BREAKDOWN BY POSITION**



**MAIN ATTENDEE BRANCHES**



### Some of the Congress trend topics were

- Electric Vehicles:** e-cars & e-bikes
- Ee & Res Investing & Financing** in South-East Europe
- Municipality Energy Independence** - Case Studies for some energy independent cities from Austria, Denmark, Germany and Sweden.

### Parallel Events

- European Emission Trading Scheme in Bulgaria;
- Solar Thermal Ordinances: Making a Commitment to Local Sustainable Energy organized by the European Solar Thermal Industry Federation;
- German Day - at the official German Pavilion

## Partners

- **EPIA** - European Photovoltaic Industry Association; **ESTIF** - European Solar Thermal Industry Federation; **EREF** - European Renewable Energies Federation; **COGEN** Europe; **EGEC** - European Geothermal Energy Council; Sustainable Energy Europe, **ACORE** - American Council on Renewable Energy; Bayern Innovativ; **APER** - Association of Producers of RES Energy in Italy, **FIRE** - Italian Federation for Rational Use of Energy and many other governmental representatives and branch organizations from South-East Europe
- The event was held under the auspices of the Bulgarian Ministry of Economy and Energy, Ministry of Environment, Ministry of Transport, Energy Efficiency Agency and Sofia municipality as a host city.

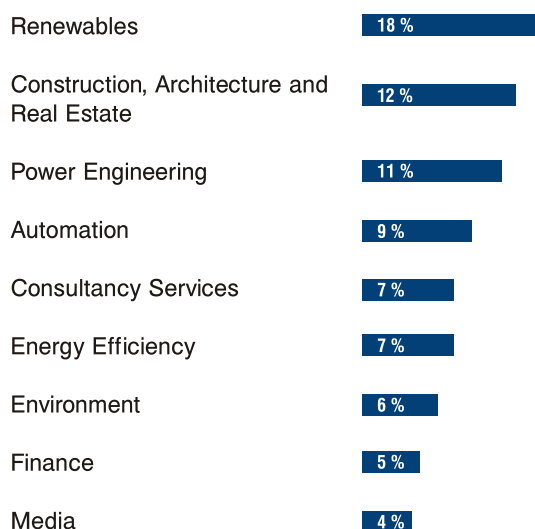
## EXHIBITION

- **90% growth of the EXHIBITION area (compared to the 2009 edition)**
- **117 direct exhibitors and 118 represented companies from 27 countries**
- In time of economic crisis this growth proves the big potential of the Regional EE & RES market. There were national and group participations from Germany, Austria and the USA as well as companies from Bulgaria, Israel, Greece, Denmark, Czech Republic, China, Turkey, Finland, Italy and Slovakia. More than 50% of the exhibitors showed PV and solar equipment. Over 50 % of the foreign exhibitors announced their plans to enlarge their market positions at the Balkans.

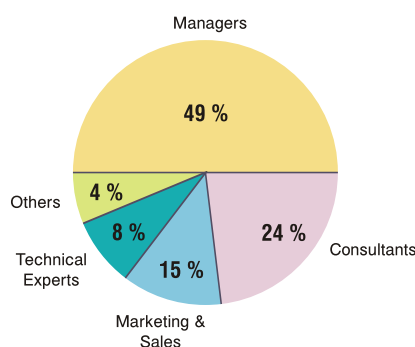
## Visitors

- 3522 specialists from 33 countries from Europe, the USA and Asia.

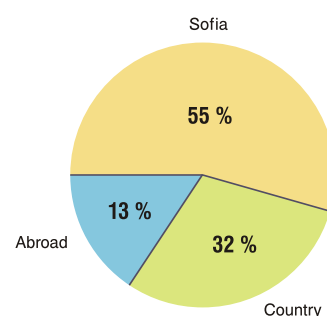
### MAIN VISITOR BRANCHES



### POSITION



### GEOGRAPHICAL DISTRIBUTION



- The EE & RES market in South-East Europe attracted the interest of influential investors, financial institutions, world famous RES producers and developers. The emerging local manufacturing and installation companies are also a sign for the development of the Region.

## PARTICIPANTS FEEDBACK



*The exhibition met our expectation with the number of exhibitors and interest of visitors not only from Bulgaria, but as well as from the surrounding region.*

**Oto Gazovic**  
Asemid Solar, Slovakia



*We made very useful contacts with more than 50 potential partners and as a result we are already working on several projects.*

**Chavdar Georgiev**  
Saris OOD, Bulgaria



I thank your ViaExpo Team for the really good job you have done! The organisation of the exhibition in general and the Austrian pavilion especially was very good. The exhibitors and the officials were very satisfied with the presence of Austria.

**Ivo Dürr**  
Internationale Messe Agentur,  
Austria

Everything was perfect. We will also participate in 2011. Thank you for your support.

**Thomas Hofmann**  
Polytechnik GmbH, Austria

I think you did a fantastic job. Logistic worked out and was fine, so that is most important.

**Dawid Zajkowski**  
Fronius International GMBH, Austria

The exhibition was very promising for us and we hope it will help our new office in Bulgaria make successful business and profitable deals.

**Josh Nissel**  
Gadot Solar Solutions Ltd., Israel

We established very useful contacts - the first meetings with companies which revealed interest to us during the exhibition, are already a fact.

**Ivelina Bulgaru**  
Kriss 94, Bulgaria



The organization of the event was on a very high level and our participation in the Congress will be an excellent start for the activity we begin to perform.

**Veselin Veselinov**  
ABS - Advanced Business Solutions, Bulgaria

The exhibition and conference was fine - thank you once again very much for your support and flexibility!

**Kutlay Arin**  
Vestas, Austria

Our participation in the exhibition was very successful - we achieved our goal to check the market situation.

**Sergey Indjov**  
Konti, Russia

The exhibition was well organized and covered all sectors of renewable energy and energy efficiency. All exhibitors of the German pavilion benefited of good contacts at the event. We will be back in 2011! Continue growing!!!

**Nadja Kosanich**  
Messe Stuttgart International,  
Germany

We are very satisfied with the whole event. What did we like: good organization, very helpful and nice employees, the number of exhibitors which is steady growing, the high interest from the visitors' side, the international visitors/exhibitors structure.

**Adrian Iloiescu**  
PowerWind GmbH, Germany

## NEXT EVENT

13 -15 April 2011, Inter Expo Center, Sofia, Bulgaria

For more info please contact us: tel.: + 359 32/ 945 459 or office@viaexpo.com



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From 3<sup>rd</sup> to 5<sup>th</sup> June 2010 Via Expo organized the first edition of the **International Conference and Exhibition** under the motto **Save Energy, Save Water, Save the Planet**. The event was held under the auspices of *the Bulgarian Ministry of Environment and Water* and *the Energy Efficiency Agency*. The objective of the initiative was to bring the up-to-date technologies, good practices and products to the Bulgarian market. Establishment of new business partnerships among the participants was also a priority that was successfully implemented.

Within the two-day conference representatives of relevant ministries, branch associations, companies, and media had useful discussions on the issues concerning water and waste management, energy efficiency and recycling.

**The Netherlands**, as a world leader in the development of environmental technologies, was **the country in focus**.

## THE CONFERENCE

### Speakers

- **38 speakers** from Austria, Australia, Belgium, Bulgaria, Germany, Greece, Ireland, Norway, Spain, the Netherlands and UK.

The main Conference highlights were:

- Energy Efficiency; Passive, Active and Smart Houses
- Waste Management and Recycling
- Water Management

The Netherlands environment agency organized three seminars on the following themes:

- Regional Cooperation of Municipalities
- Sustainable Use of Former and Abandoned Landfills - a Landfill Management
- Bio-waste Management

### Partners

- With 22 organizations from Bulgaria, the Balkan Countries and South-East Europe. Among the foreign partners were the Netherlands Waste Management Partnership (NWMP), the Netherlands Water Partnership (NWP), German Water Partnership, Global Water Partnership, British Water, European Water Partnership, Confederation of European Waste-to-Energy Plants, European Organization for Strategic Planning. 14 specialized media from Bulgaria and 10 from abroad contributed to the promotion of the forum.
- Some of the Bulgarian partners: Bulgarian Recycling Association, IG Passive House Bulgaria, Bulgarian Water Association, Deutsch-Bulgarische Industrie- und Handelskammer, Energy Agency of Plovdiv, Bulgarian Academy of Sciences, Foundation for Local Government Reform, National Municipalities Association, Bulgarian Industrial Association, Bulgarian Chamber of Commerce and Industry, Bulgarian Association for Construction Insulation and Waterproofing, National Installation Union, etc.

### Conference Attendees

- 218 experts from 13 countries: Australia, Austria, Belgium, Bulgaria, Finland, Germany, Greece, the Netherlands, Norway, South Korea, Spain, UK and the USA
- 66% of the Bulgarian specialists were from Sofia, 34%- from other 23 cities

#### BREAKDOWN BY MAIN SPHERES OF ACTIVITY

Ecology	13 %
Municipalities	12 %
Associations	11 %
Energy	10 %
Construction	7 %
Administration	7 %
Chemistry	7 %
Water Management	5 %
Media	5 %

#### BREAKDOWN BY THE TOP 5 POSITIONS

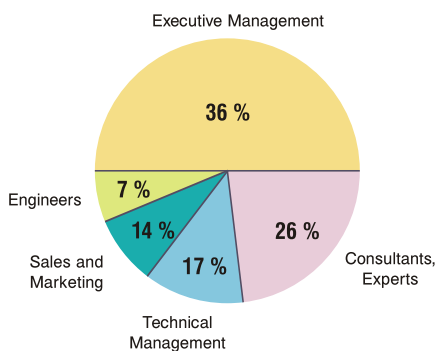
Executive Management	30 %
Experts	15 %
Sales persons	7 %
Heads of Department	6 %
Journalists	4 %

# EXHIBITION

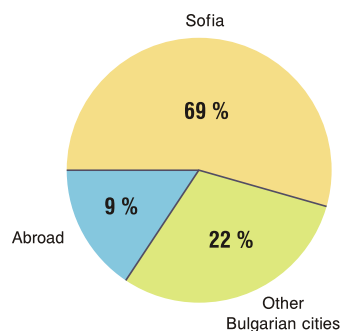
- At the parallel exhibition the visitors received detailed info about different systems of waste water treatment; technologies and equipment for waste processing: composting, sorting and landfilling; recycling; environment services.
- Twelve companies represented their business activity at the Dutch Pavilion, organized with the support of the **Embassy of the Netherlands in Bulgaria**: landfill site design and operation; gas extraction and utilization; small sewage water treatment units; machines for the recycling industry; balers, sorting systems, conveyors, shredders, star screens, reel splitters; facilities for treatment of organic waste streams; water savers; water filtration products; technologies for remediation of contaminated soil, etc.

## Visitors

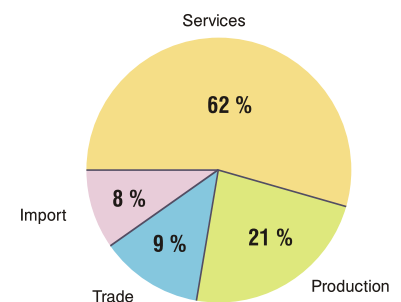
**BREAKDOWN BY POSITIONS**



**VISITORS BY COUNTRIES**



**VISITORS BY COMPANY ACTIVITY**



The majority of visitors were from:

- Water Management, Water Supply & Sewerage, Waste Management, Recycling, Ecology, Energy Saving Technologies, Renewable Energy, State Administration, Municipalities, Associations, NGOs, Construction, Chemical Industry, etc.

## The Organizer

- Despite the difficult economic situation we succeeded in realizing the main event objective of to show that by joining the efforts of institutions, business and industry organizations, combined with the application of foreign experience, a number of environmental problems can be solved and this will help our country to fulfill its commitments to the EU.

## NEXT EVENT

13 -15 April 2011, Inter Expo Center, Sofia, Bulgaria

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# PARTICIPANTS FEEDBACK



*It was a great chance to speak at the event and also meet up with some of the experts in the Bulgarian as well as international markets.*

**Fredrick Royan**  
Frost & Sullivan, UK



*The conference was enjoyable and informative. There are clearly big opportunities in Bulgaria, but also a lot of work to be done.*

**Steve Morris**  
VCU Europa Ltd., UK

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