

Welcome

Renewable Energy: Growth Opportunities In International Markets

Art Paredes
President & CEO
Hannover Fairs USA, Inc.



Who Are We?



Deutsche Messe AG

One of the world's largest and most active event organizers, with headquarters in Hannover Germany; 7 key subsidiary offices (U.S., China, India, Australia, Turkey, Brazil, Dubai) and; 65 representative offices throughout the world!

Hannover Fairs USA, Inc.

Hannover Fairs USA, Inc. (HFUSA) is the U.S. subsidiary to the Deutsche Messe. HFUSA is committed to helping American companies compete and succeed in the global marketplace. HFUSA develops and manages targeted marketing programs for U.S. companies at Deutsche Messe events worldwide.

HFUSA works with U.S. state and local government as well as major U.S. industry associations in pursuit of growing U.S. market share abroad. Many of our events are certified under the U.S. Department of Commerce's Trade Fair Certification Program, which offers a range of export promotion services to U.S. participants.

Why We're Here Today!

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- Provide a brief overview of the international business marketplace
- Provide information on how you can evaluate and export your product and/or service
- Provide you with an overview of the HANNOVER MESSE, the world's leading technology event for:
 - Industrial Automation
 - **Energy**
 - Industrial Supply
 - Micro and Nano Technology
 - Digital Factory and
 - Research & Technology
- Inform you on a variety of programs and services available to U.S. companies seeking to expand their business and grow around the world

U.S. companies must continue to expand their global business to remain competitive!

Global Growth Markets



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SELECTED INDICATORS AND TOP FIVE COUNTRIES

SELECTED INDICATORS	2006	2007	2008
Investment in new renewable capacity (annual) ¹	63	104	120 billion USD
Renewables power capacity (existing, excl. large hydro)	207	240	280 GW
Renewables power capacity (existing, incl. large hydro)	1,020	1,070	1,140 GW
Wind power capacity (existing)	74	94	121 GW
Grid-connected solar PV capacity (existing)	5.1	7.5	13 GW
Solar PV production (annual)	2.5	3.7	6.9 GW
Solar hot water capacity (existing)	105	126	145 GWth
Ethanol production (annual)	39	50	67 billion liters
Biodiesel production (annual)	6	9	12 billion liters
Countries with policy targets		66	73
States/provinces/countries with feed-in policies ²		49	63
States/provinces/countries with RPS policies		44	49
States/provinces/countries with biofuels mandates		53	55

TOP FIVE COUNTRIES	#1	#2	#3	#4	#5
Annual amounts for 2008					
New capacity investment ¹	United States	Spain	China	Germany	Brazil
Wind power added	United States	China	India	Germany	Spain
Solar PV added (grid-connected) ³	Spain	Germany	United States	South Korea	Japan
			Italy		
Solar hot water/heat added ⁴	China	Turkey	Germany	Brazil	France
Ethanol production	United States	Brazil	China	France	Canada
Biodiesel production	Germany	United States	France	Argentina	Brazil

Source:
REN21. 2009.
*Renewable Global
Status Report: 2009
Update* (Paris: REN21
Secretariat).
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Deutsche Gesellschaft
für Technische
Zusammenarbeit (GTZ)
GmbH.

International Business Opportunities Continue to Grow!

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- In 2008, more renewable energy than conventional power capacity was added in both the **European Union** and United States for the first time ever.
- Developing countries, particularly **China** and **India**, are increasingly playing major roles in both the manufacture and installation of renewable energy. For example, **China's** total wind power capacity doubled in 2008 for the fourth year running.
- Today, at least 73 countries have renewable energy policy targets, up from 66 at the end of 2007. Among these, **India** increased its target to 14GW of renewable capacity by 2012.

(Source: Ibid)

International Business Opportunities Continue to Grow! (Cont.)

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- In 2008, Egypt and **Turkey**, started to manufacture megawatt-scale wind turbines for the first time

(Source: Ibid)

- In 1999, the **Vietnamese** government launched a Renewable Energy Action Plan (REAP). This set out a 10-year framework to be delivered in two 5-year phases of international assistance to scale up the development and use of renewable energy for rural electrification and grid supply

(Source: Australian Business Council for Sustainable Energy, Renewable Energy in Asia: The Vietnam Report)

HANNOVER MESSE 2010

*“Springboard to Booming
Markets for Energy
Technology”*



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Facts & Figures

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What: The World's Most Important International Trade Show for Technology

Where: Hannover Fairgrounds - Hannover, Germany

When: April 19 – 23, 2010

Features: Exhibition; Conferences and Business Forums; WORLD ENERGY DIALOG Forum

- Sectors:**
- Industrial Automation
 - **Energy**
 - Power Plant Technology
 - Mobile Energy Storage/
Alternative Mobile Solutions
 - Industrial Supply
 - Micro and Nano Technologies
 - Digital Factory
 - Research & Technology

2009 Results:

Exhibitors: 6,150 from 61 countries

Attendees: 206,500 from 84 countries

Media: 2,600 accredited journalists
from 42 countries

2010 Highlights:

- U.S. Renewable Energy & Energy Solutions Park
- Forum for Renewable Energies
- Hydrogen + Fuel Cells Group Exhibit
- WORLD ENERGY DIALOG Forum

HANNOVER MESSE 2009

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Visitors by region



Visitors by display category

Industrial Automation	102,600
Energy	98,500
MDA - Motion, Drive & Automation*	75,200
Wind*	58,400
Subcontracting	48,500
Research & Technology	43,200
Surface Technology*	41,900
Micro Technology	33,200
Digital Factory	32,000
Power Plant Technology	32,000
ComVac*	25,600

Multiple answers possible.
*Show takes place in odd years only

Visitors by business sector

Manufacturing industry	86,600
Capital goods	62,000
Basic materials and primary products	27,300
Services provided by companies/freelancers	23,400
Energy	22,400
Distributive trades	11,300
Research institutes/industrial research	8,000
Public authorities and institutions	7,200

Visitors by decision-making authority



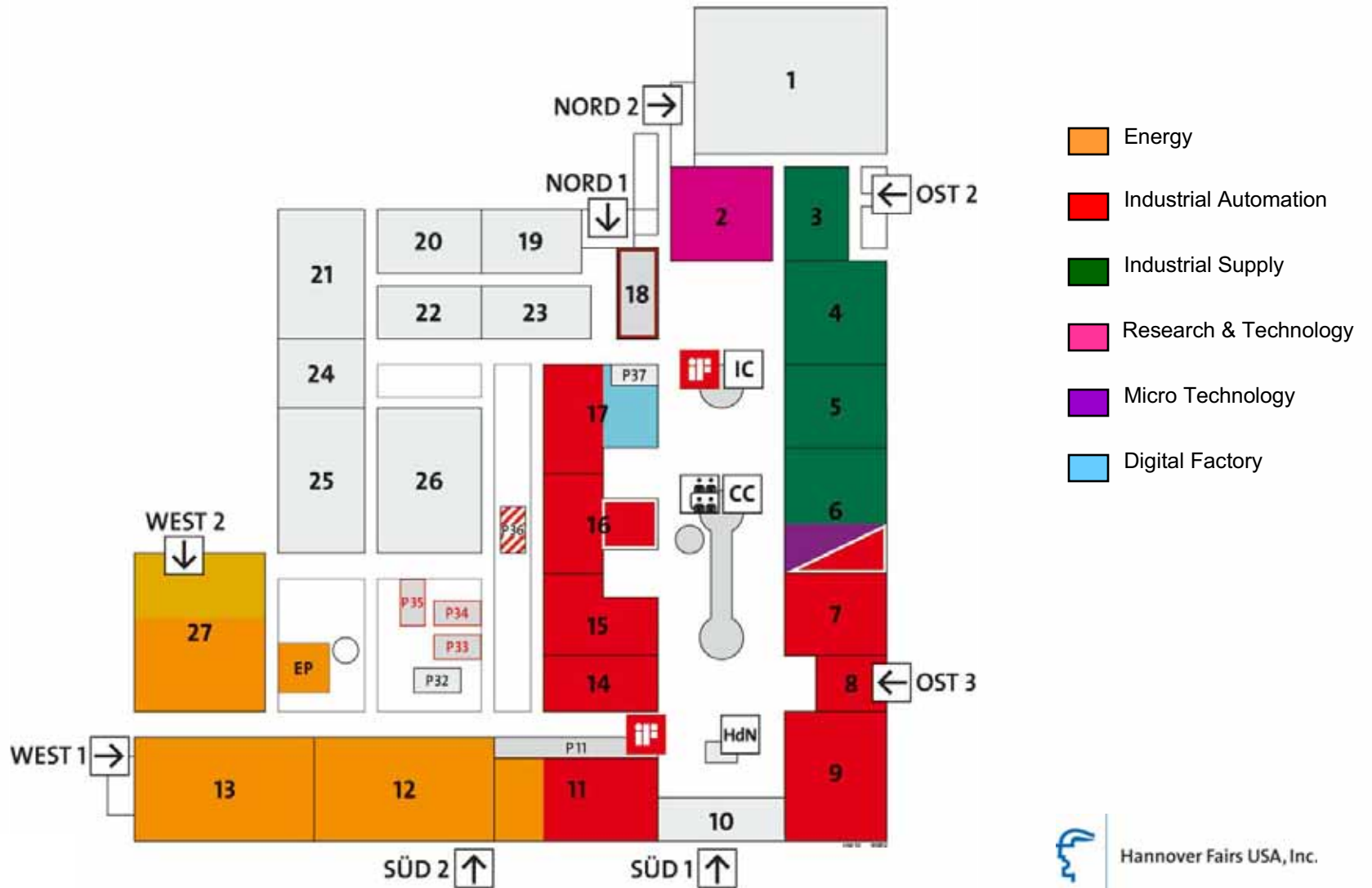
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in the Global Marketplace!*